



Go Digital, Stay Human

How to Become #Futureproof

By Christian Kromme

STABLE AND PREDICTABLE WORLD



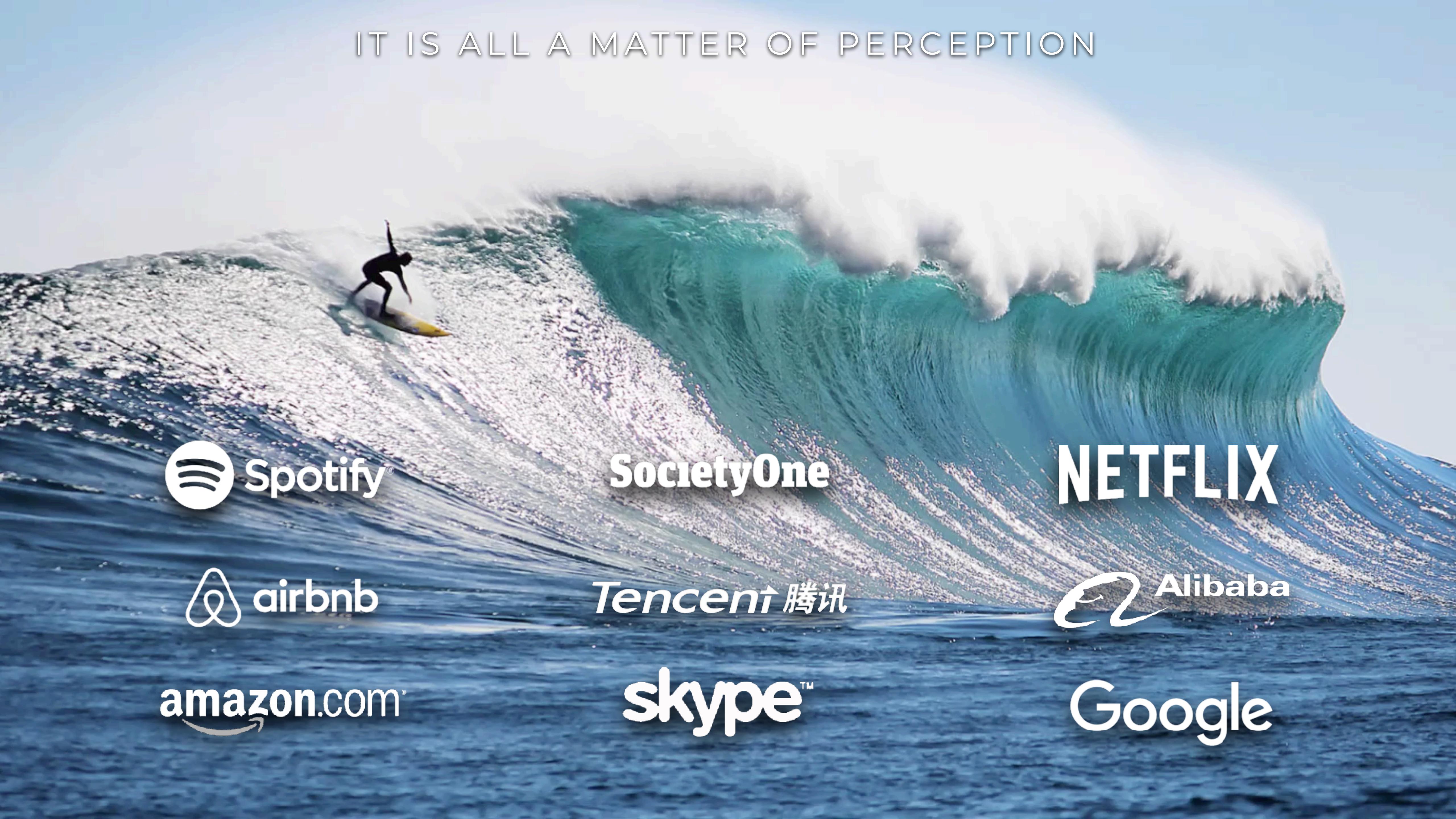
UNSTABLE AND UNPREDICTABLE WORLD



MASSIVE DISRUPTION IN THE NEXT DECADE



IT IS ALL A MATTER OF PERCEPTION



SocietyOne

Tencent 腾讯

skype™

NETFLIX



Google



DISRUPTION IS ABOUT HUMAN EMPOWERMENT



DISRUPTION BEHAVES LIKE A CHAIN REACTION



DISRUPTION WILL IMPACT EVERY MAJOR INDUSTRY

Accident rate humans = 1: 100.000 km

Accident rate AI = 1: 10.000.000 km

**99% less
damaged cars?**

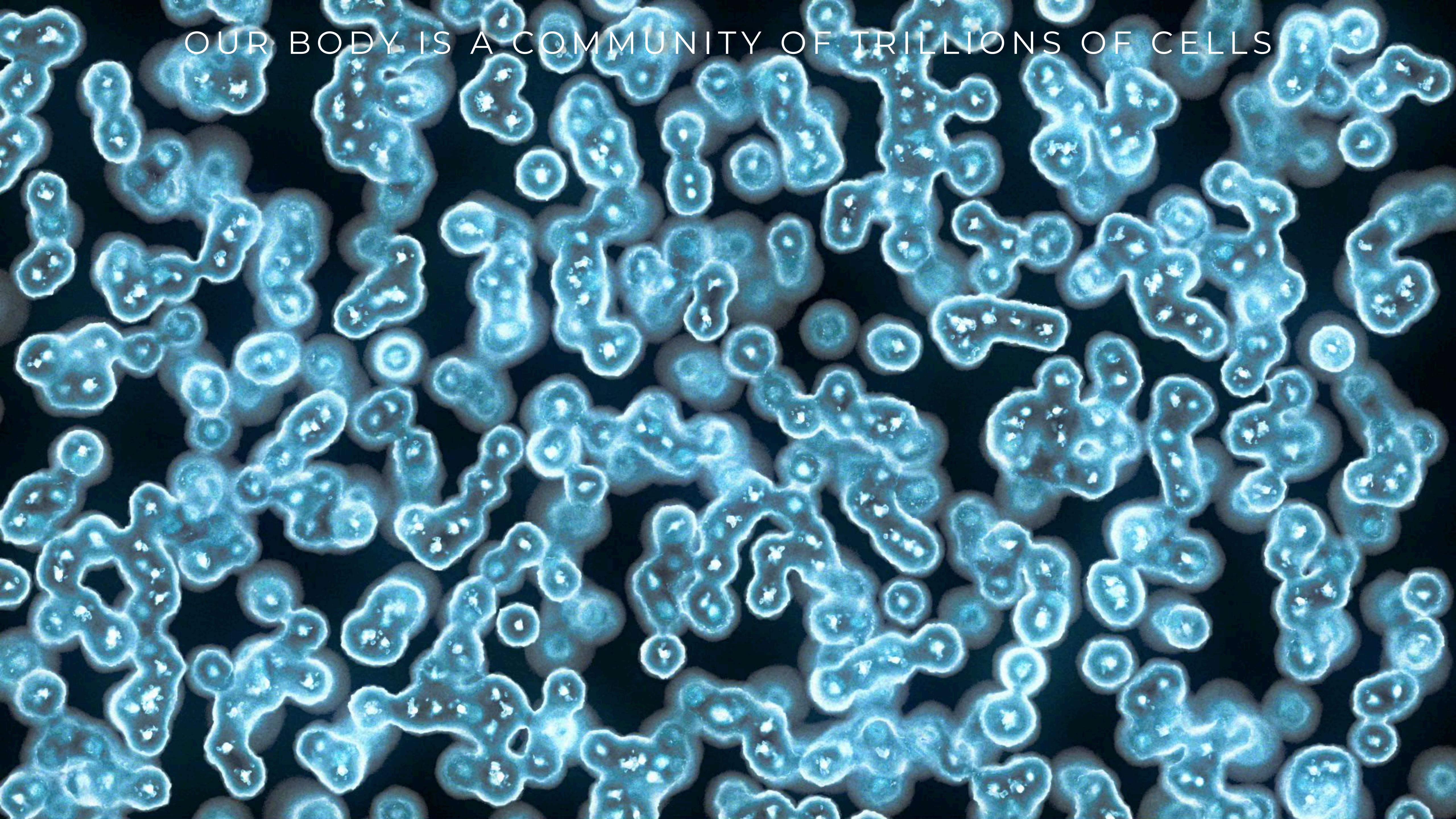




CAN WE PREDICT WHAT'S NEXT

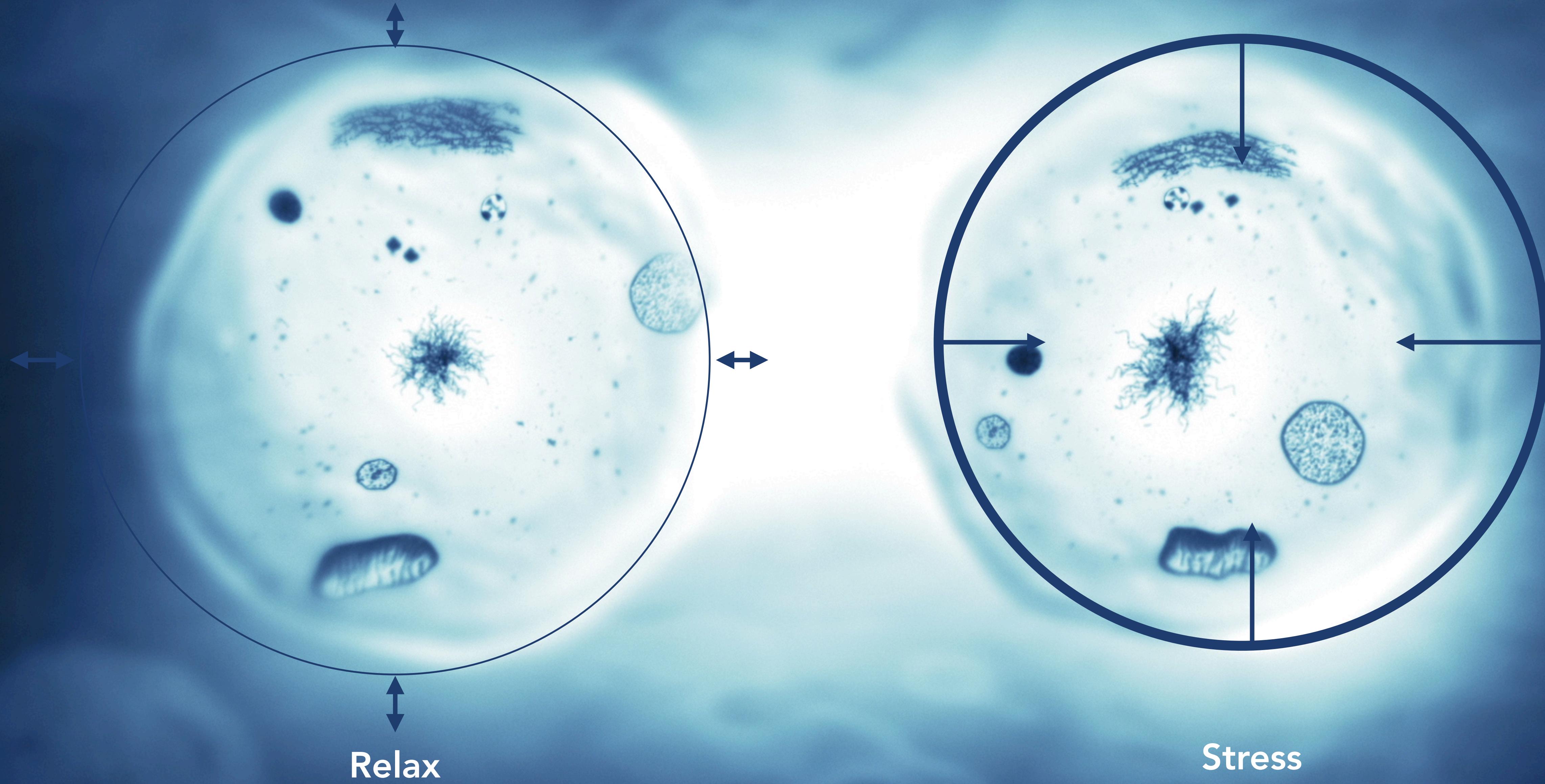
DISRUPT OR DIE



A dense field of blue, irregularly shaped cells against a black background. The cells are numerous and vary in size and shape, some appearing more rounded while others are more elongated or have internal structures. They are distributed across the entire frame, creating a sense of a living, breathing community.

OUR BODY IS A COMMUNITY OF TRILLIONS OF CELLS

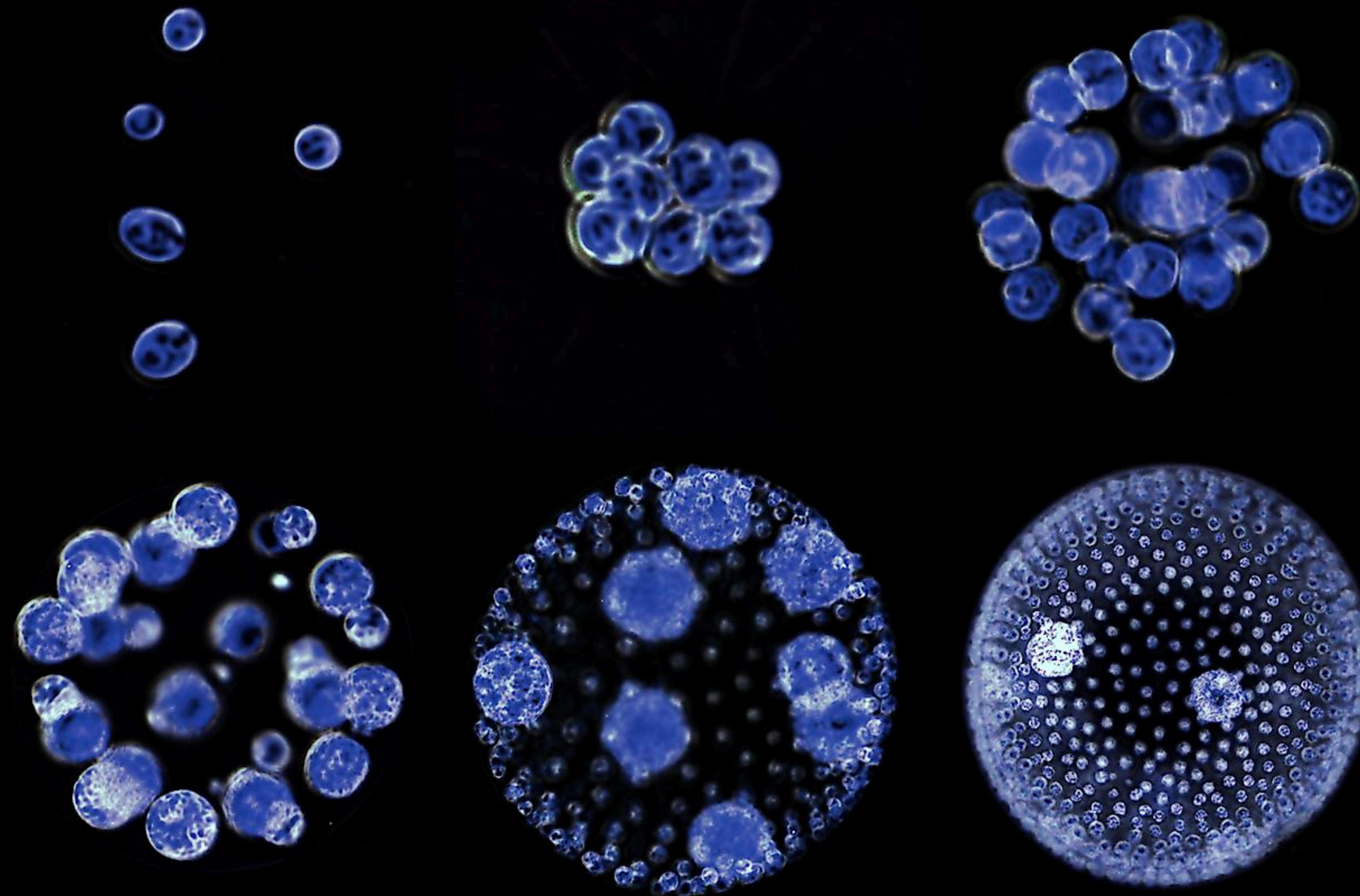
CELLS BEHAVE IN MANY WAYS LIKE HUMAN BEINGS



WE FOUND A TREATMENT THAT SAVED OUR DAUGHTERS LIFE



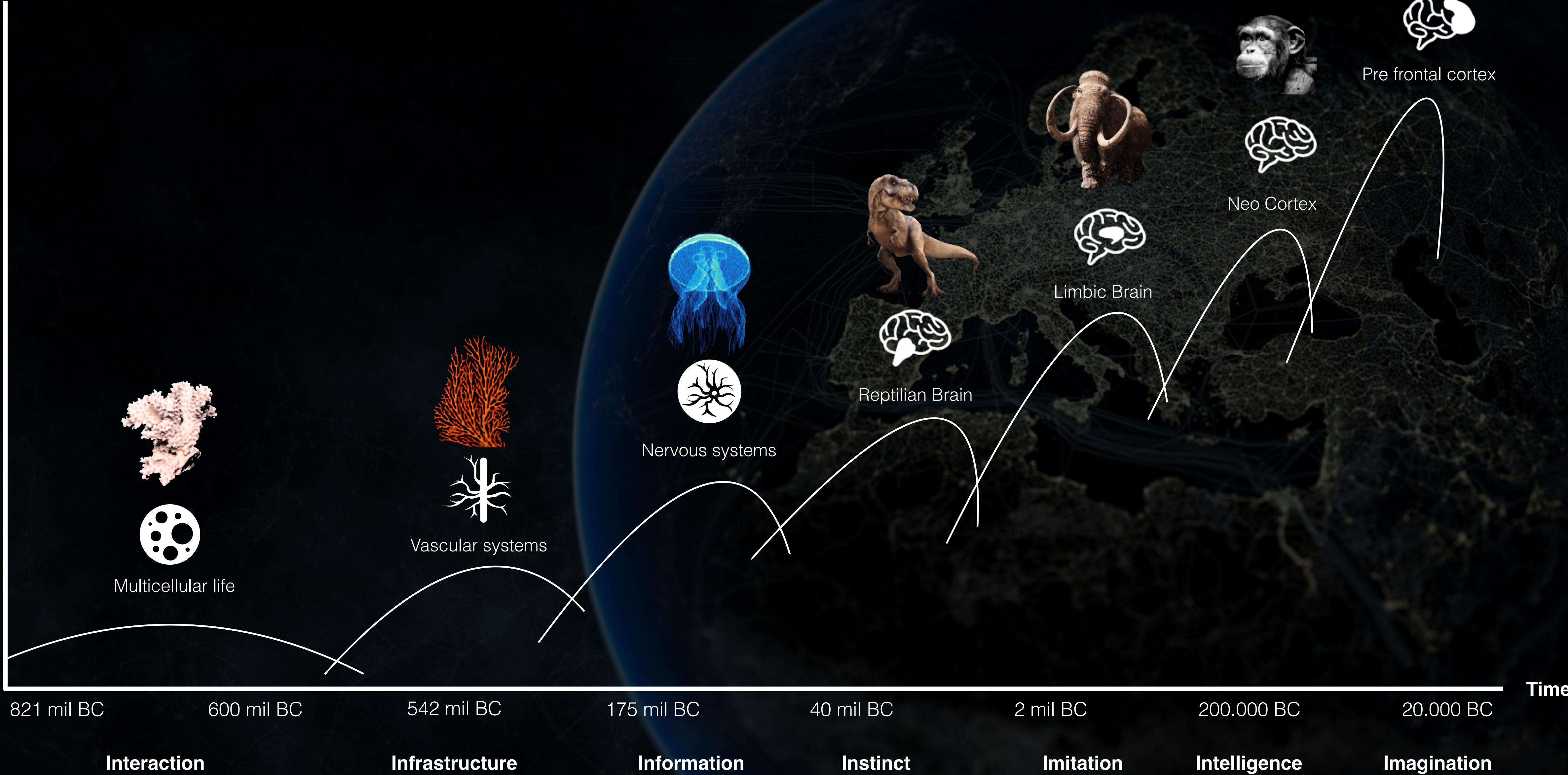
HOW DID CELLS SOLVED ADAPTABILITY?



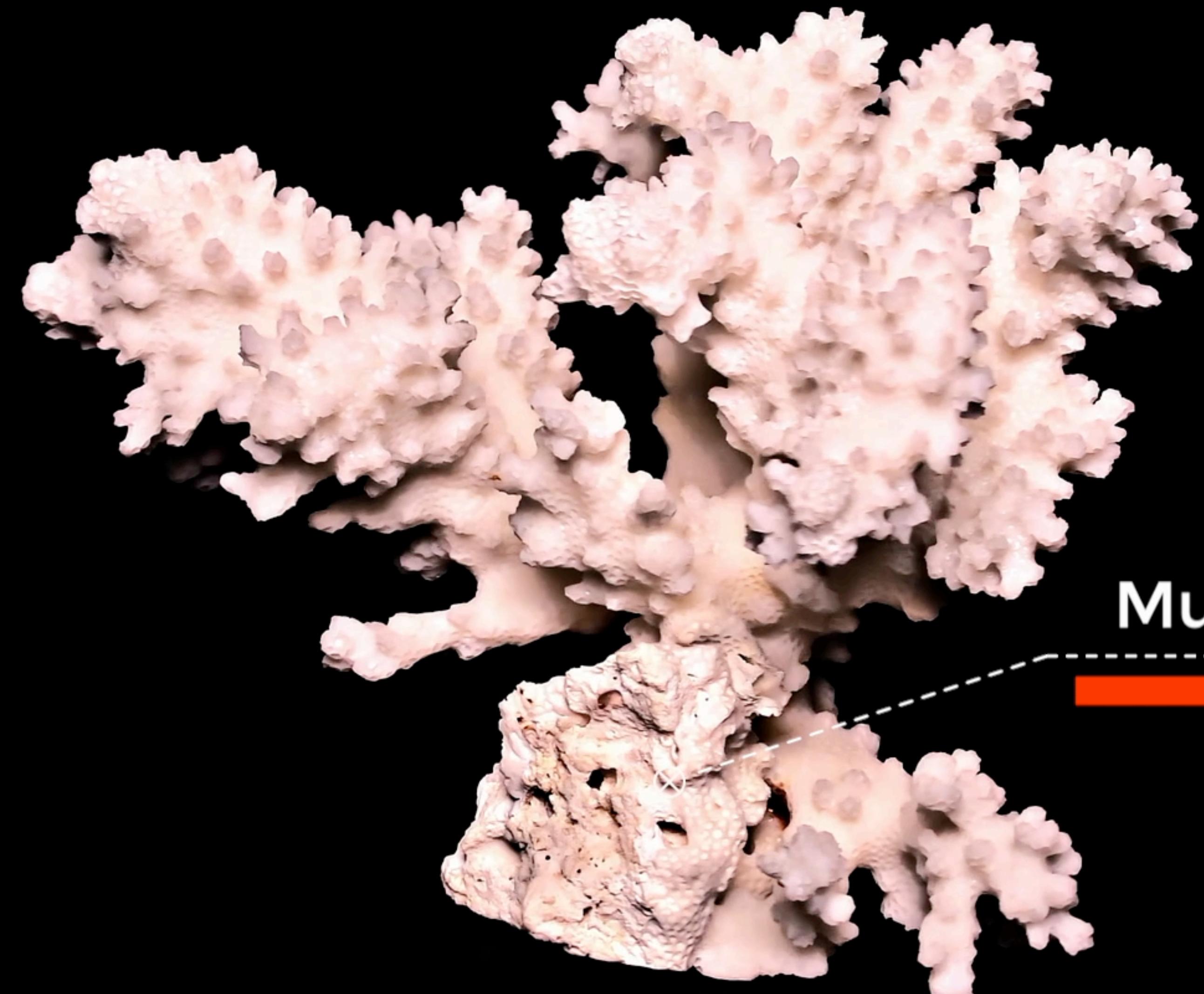
THE EVOLUTION OF ORGANISMS



Biological progress



BIOLOGICAL WAVE 1: INTERACTION



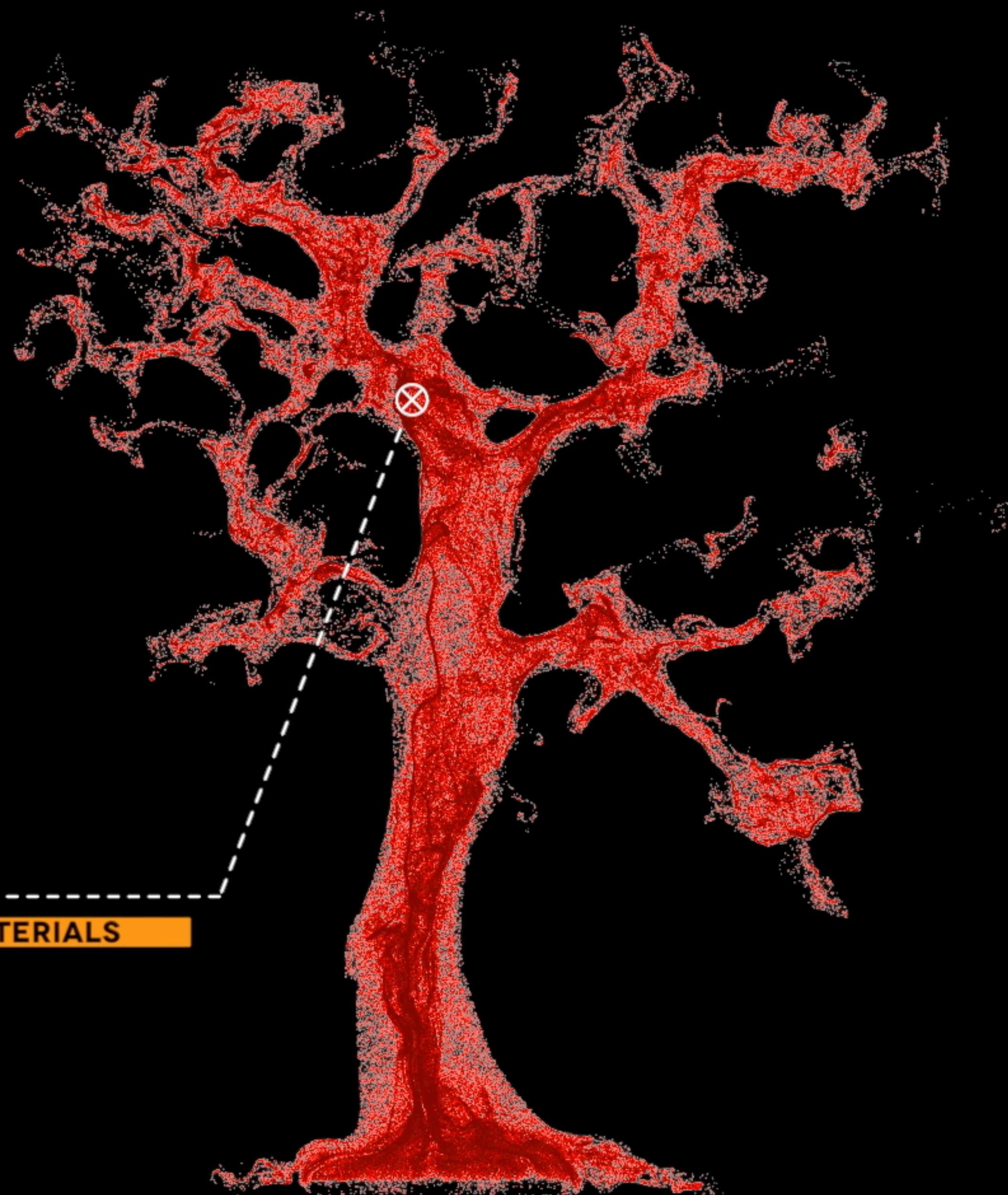
Multicellular organisms

COMMUNICATION AND COMMUNITIES

BIOLOGICAL WAVE 2: INFRASTRUCTURE

Vascular Systems

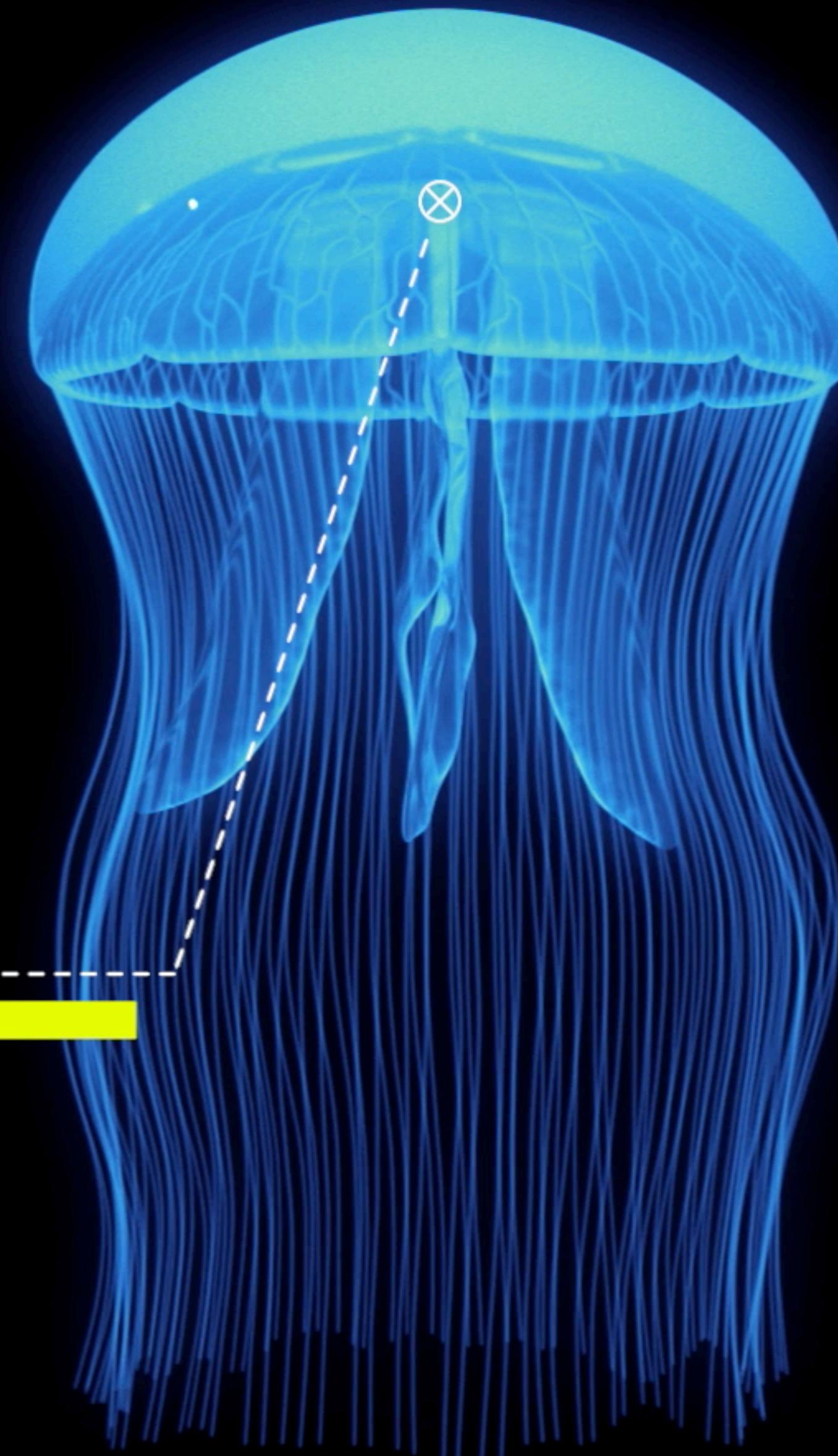
CONSTANT FLOW OF ENERGY AND MATERIALS



BIOLOGICAL WAVE 3: INFORMATION

Nervous Systems

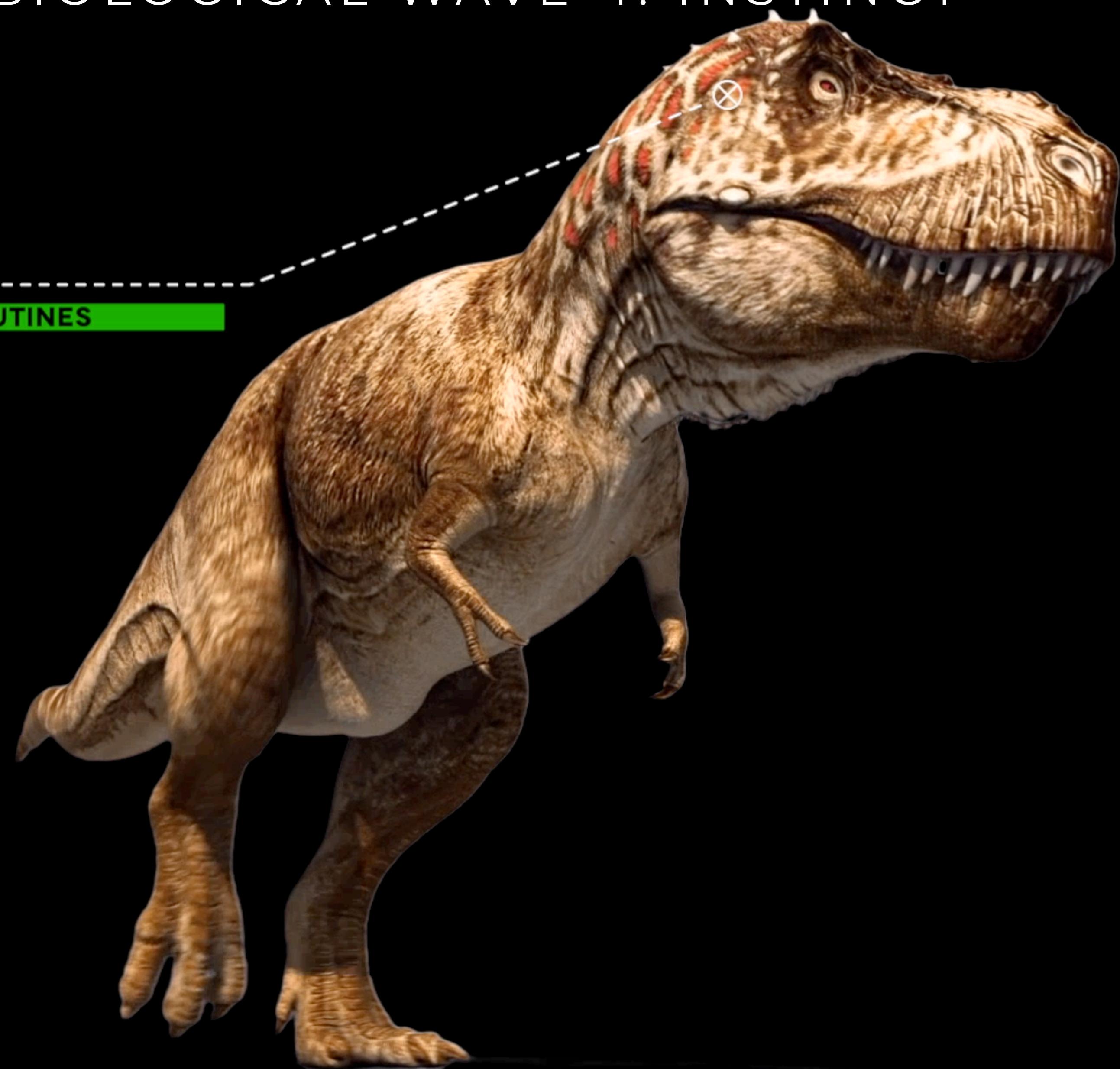
INFORMATION NETWORKS AND SENSES



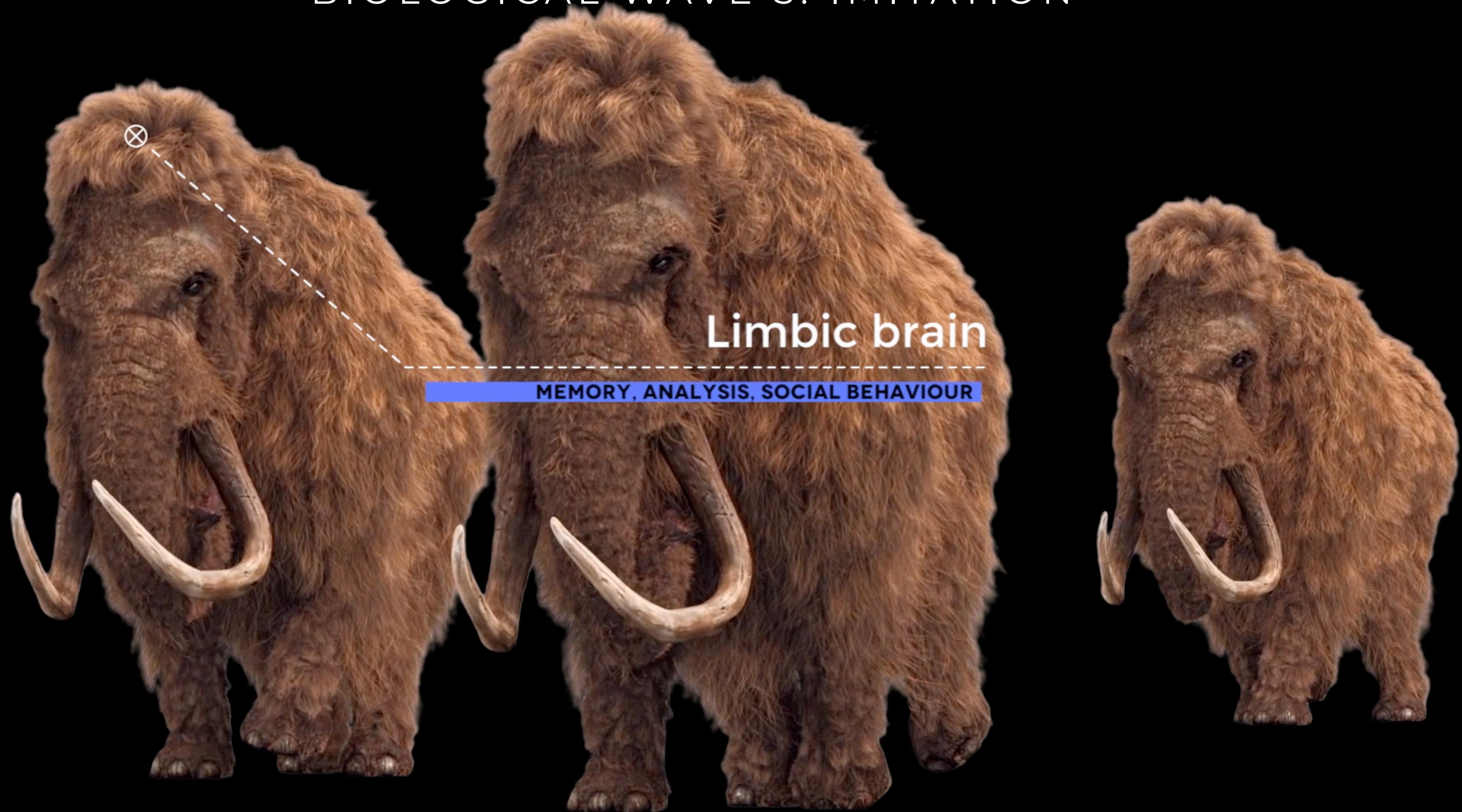
BIOLOGICAL WAVE 4: INSTINCT

Reptile brain

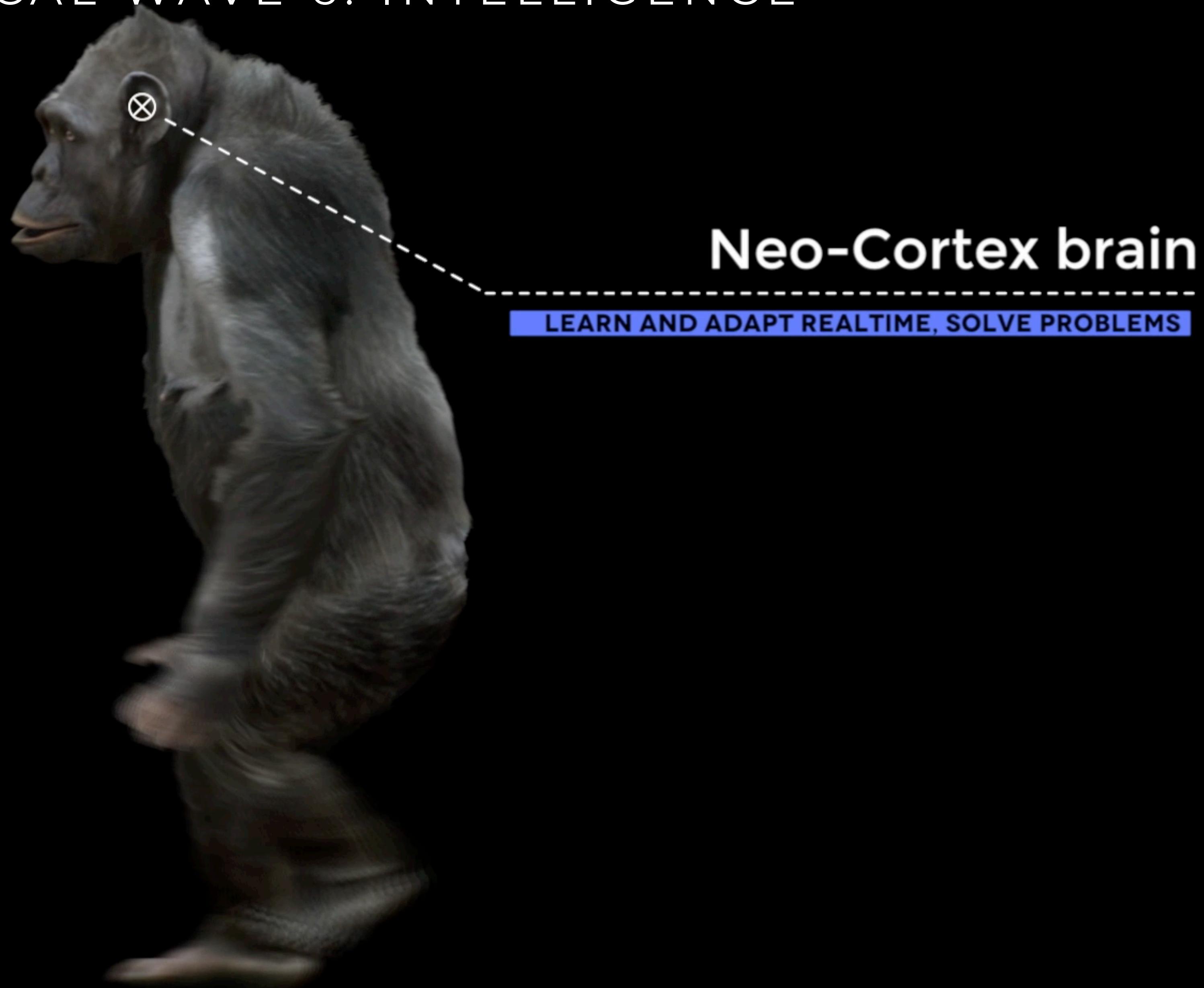
AUTOMATION PROCESSES AND ROUTINES



BIOLOGICAL WAVE 5: IMITATION



BIOLOGICAL WAVE 6: INTELLIGENCE



BIOLOGICAL WAVE 7: IMAGINATION

Pre-frontal Cortex brain

LANGUAGE, CONCEPTS, VISUALISATION

CELLS + BIOLOGY = ORGANISM



SAPIENS + TECHNOLOGY = ORGANISATION

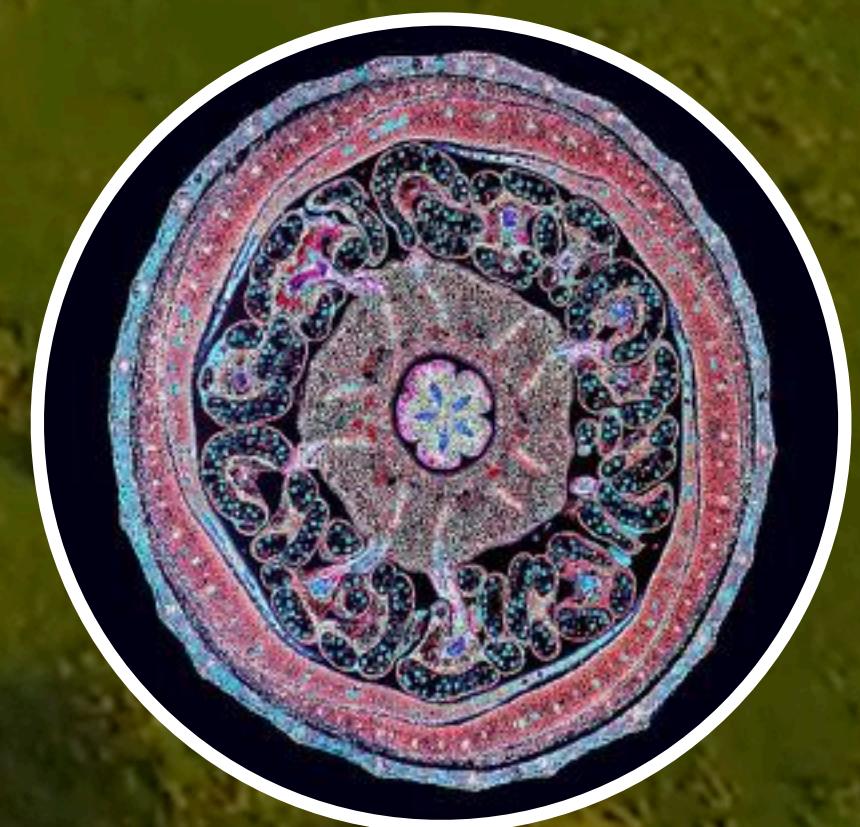


TECHNOLOGICAL WAVE 1: INTERACTION

Agricultural Revolution

COMMUNICATION AND COMMUNITIES

Eukaryotic Cell

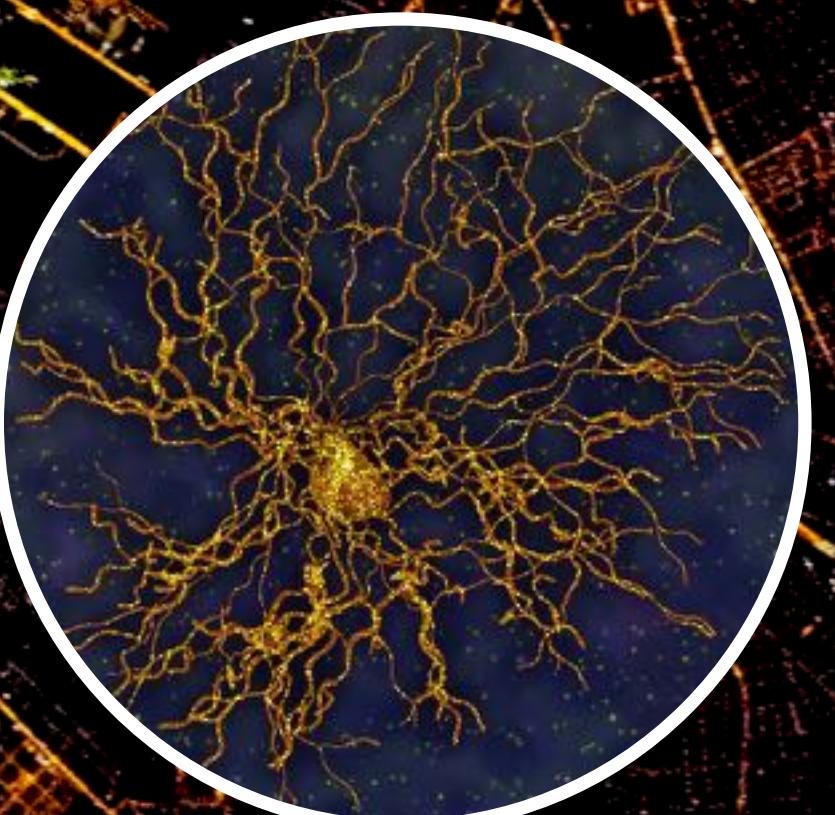


TECHNOLOGICAL WAVE 2: INFRASTRUCTURE

Industrial Revolution

CONSTANT FLOW OF ENERGY AND MATERIALS

Vascular/Digestive

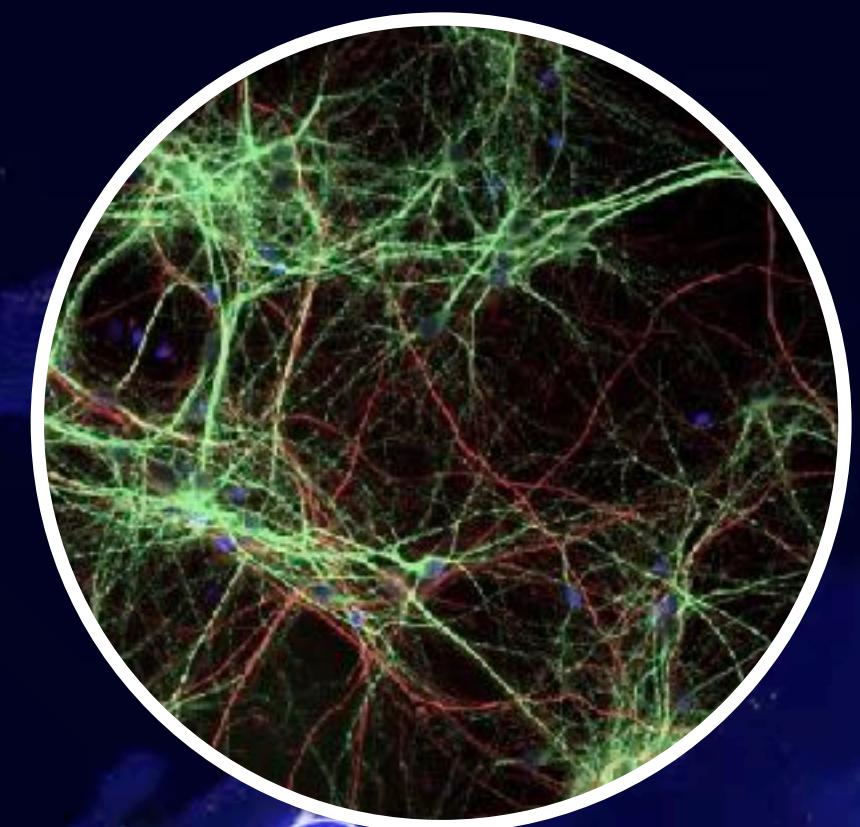


TECHNOLOGICAL WAVE 3: INFORMATION

Telecom revolution

INFORMATION NETWORKS AND SENSES

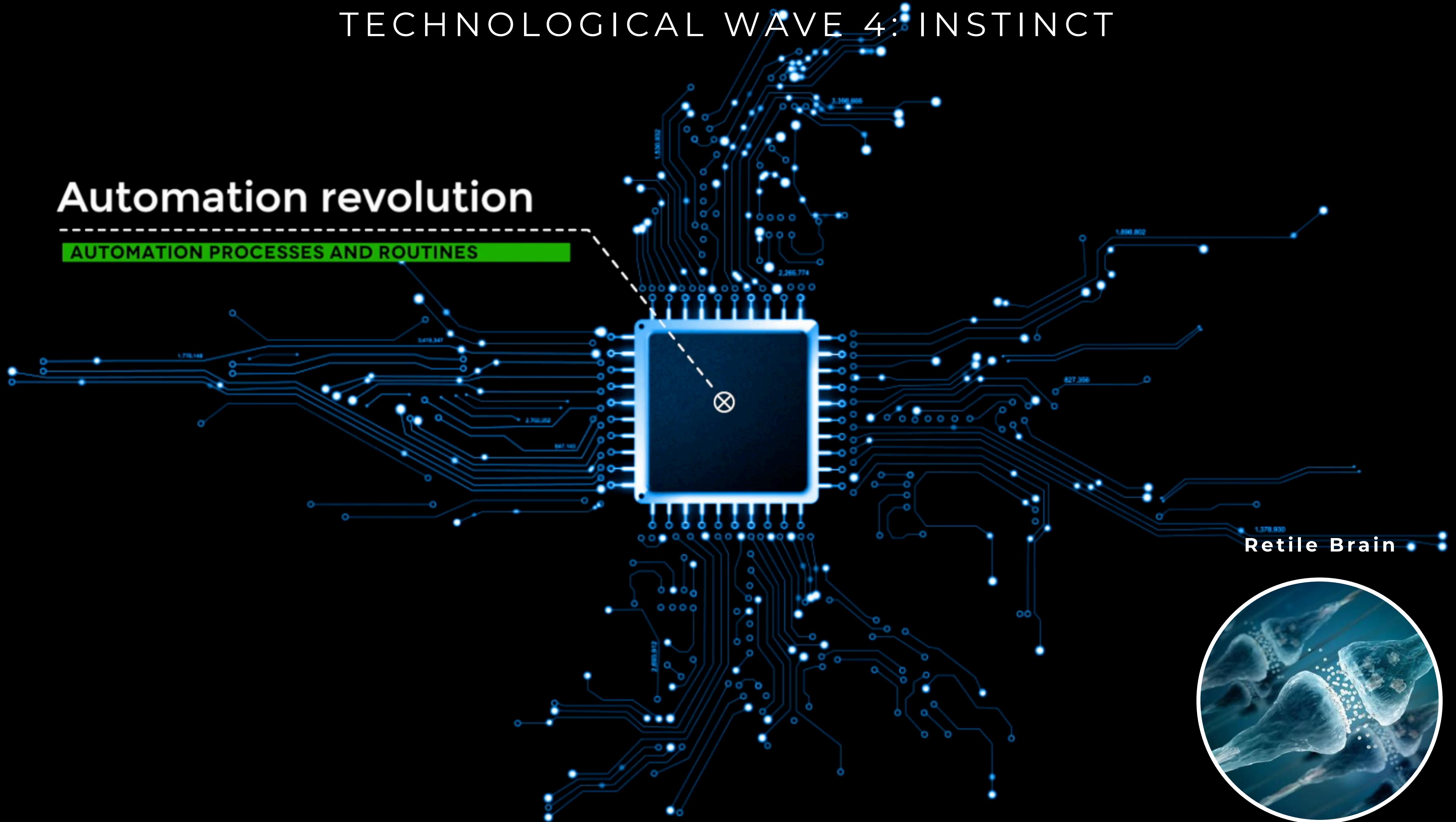
Nerves/Senses



TECHNOLOGICAL WAVE 4: INSTINCT

Automation revolution

AUTOMATION PROCESSES AND ROUTINES



TECHNOLOGICAL WAVE 5: IMITATION



Social media Revolution

MEMORY, ANALYSIS, SOCIAL BEHAVIOUR

Limbic Brain



TECHNOLOGICAL WAVE 6: INTELLIGENCE

Learning Revolution

LEARN AND ADAPT REALTIME, SOLVE PROBLEMS

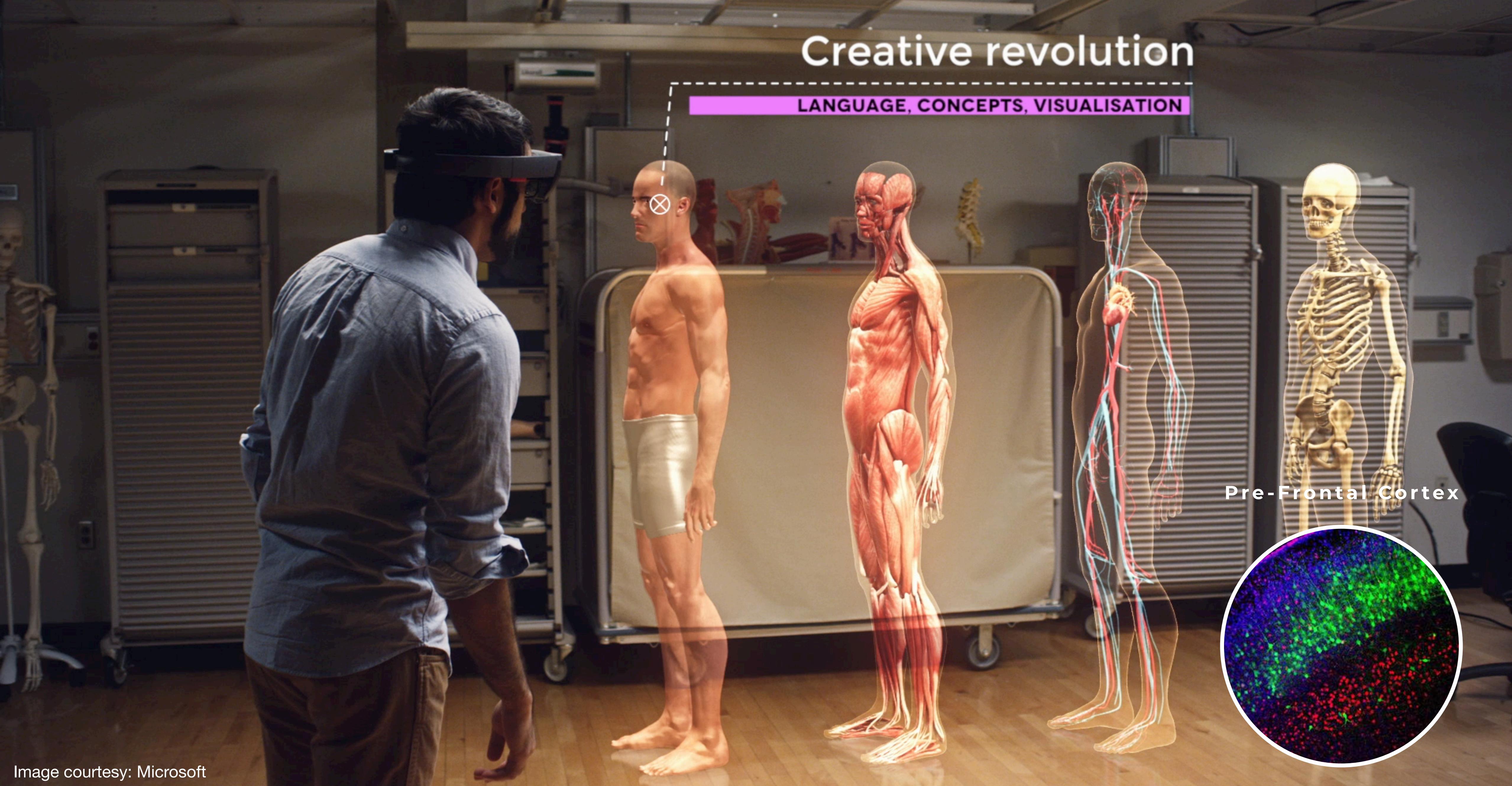
Neo-Cortex Brain



TECHNOLOGICAL WAVE 7: IMAGINATION

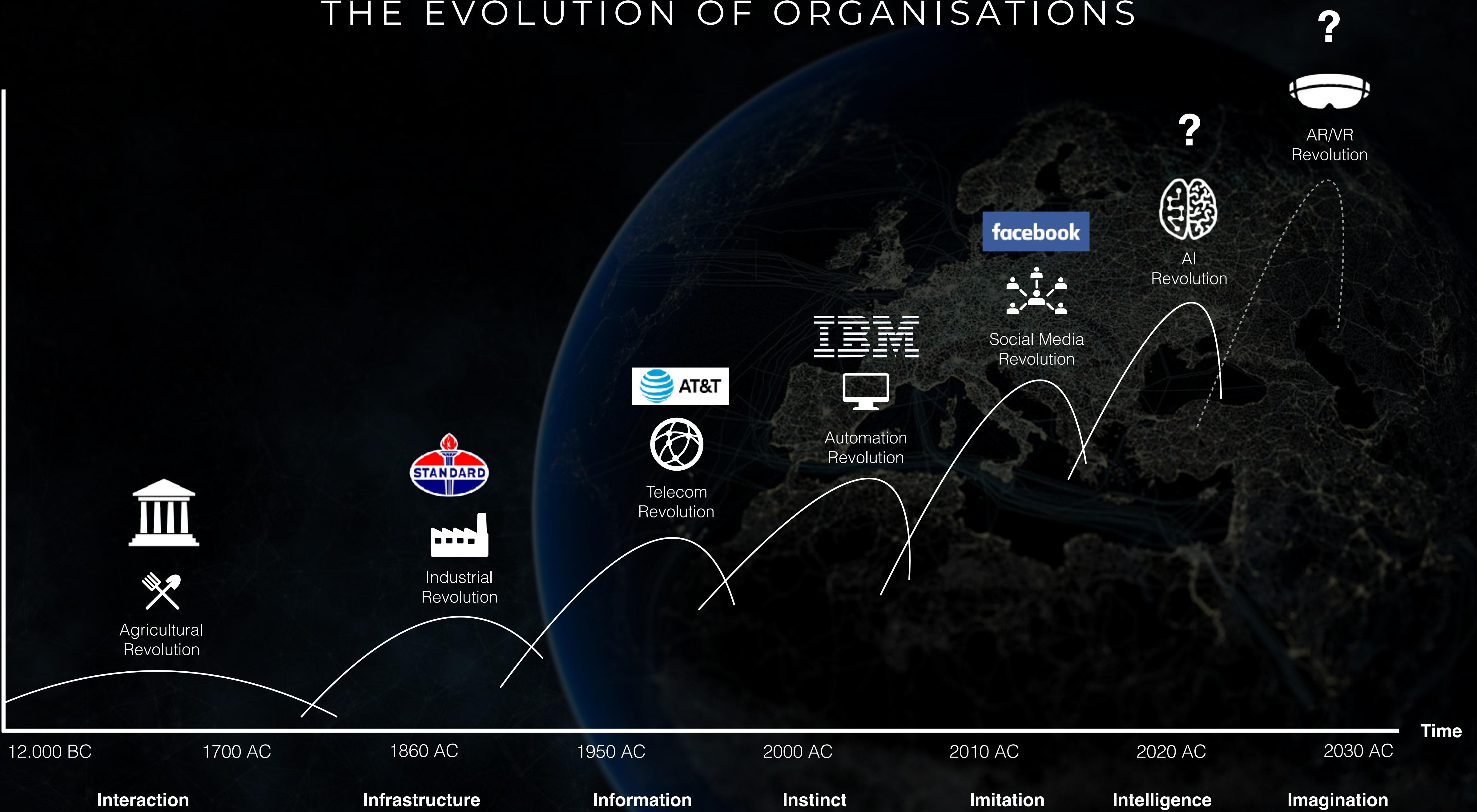
Creative revolution

LANGUAGE, CONCEPTS, VISUALISATION

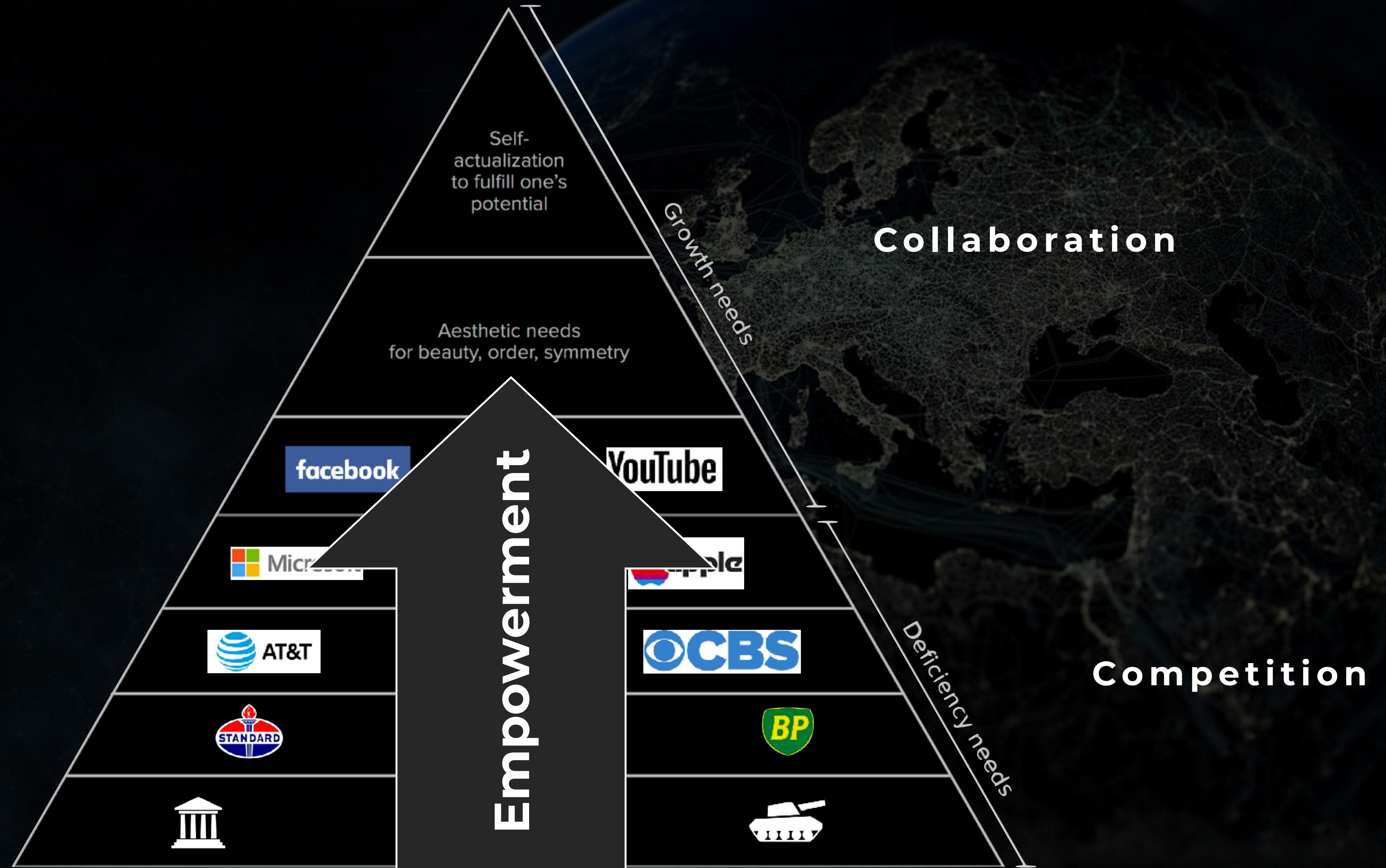


THE EVOLUTION OF ORGANISATIONS

Technological progress



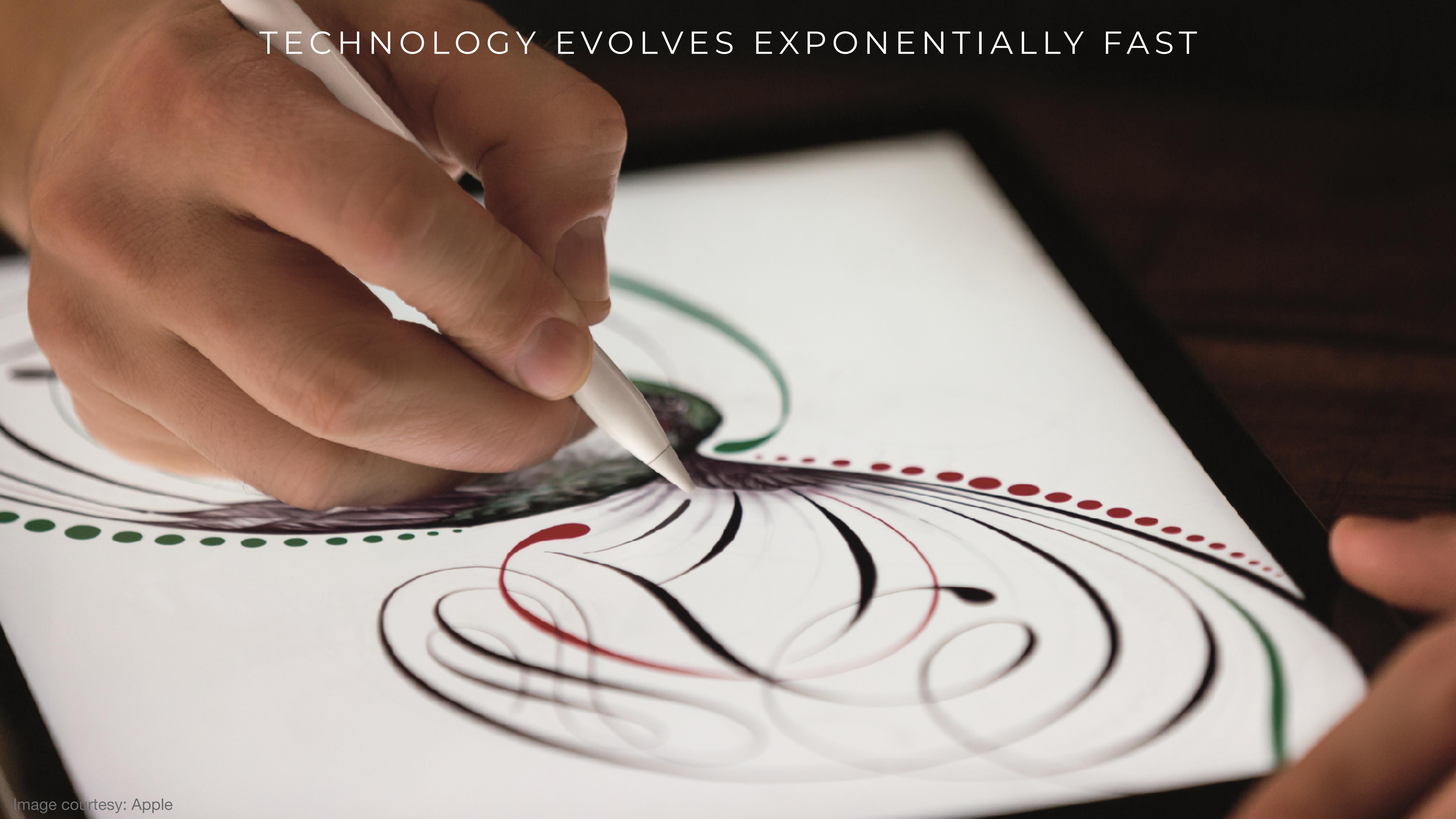
THE PURPOSE OF TECHNOLOGY: EMPOWERMENT AND UNITY



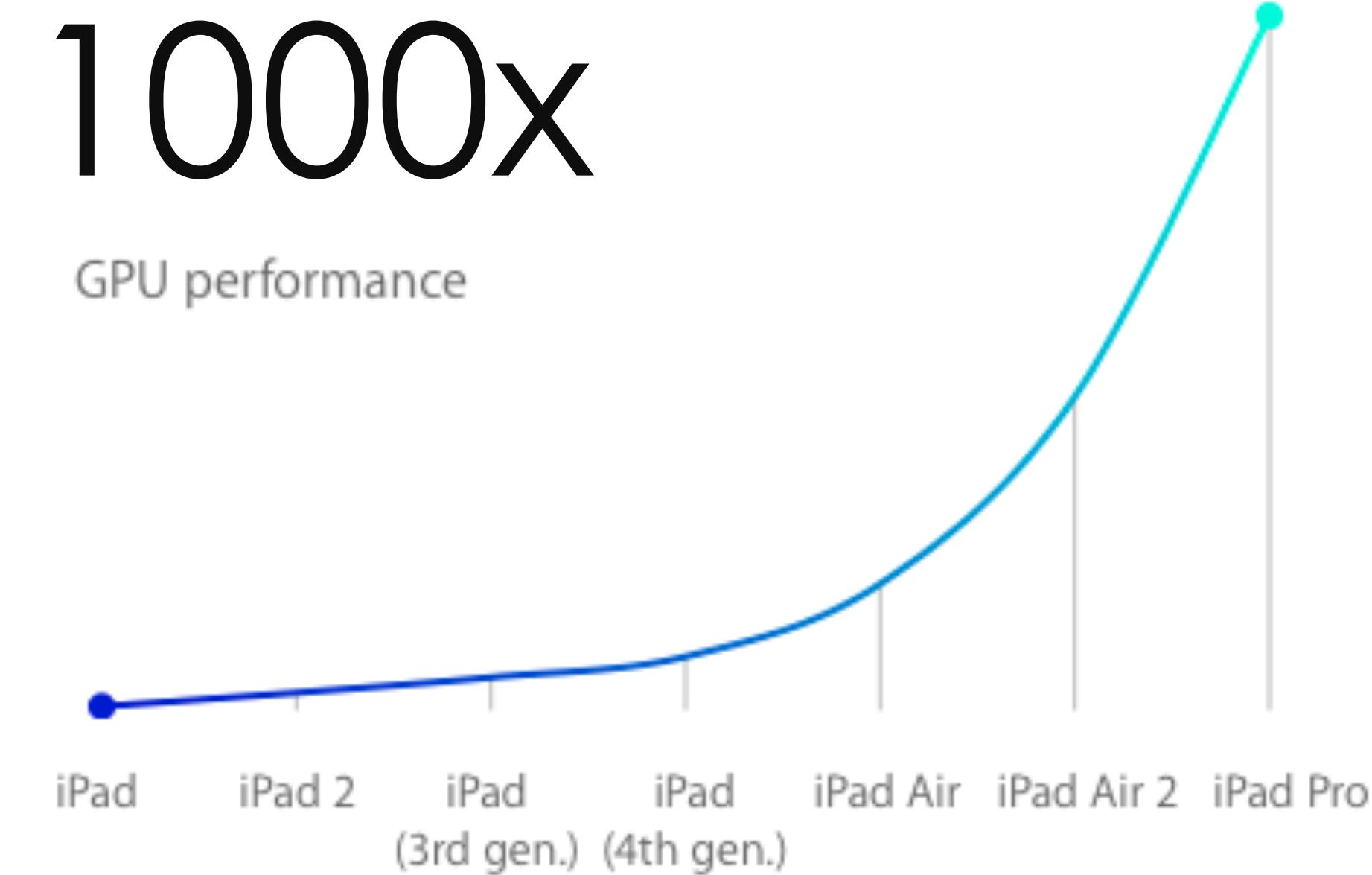
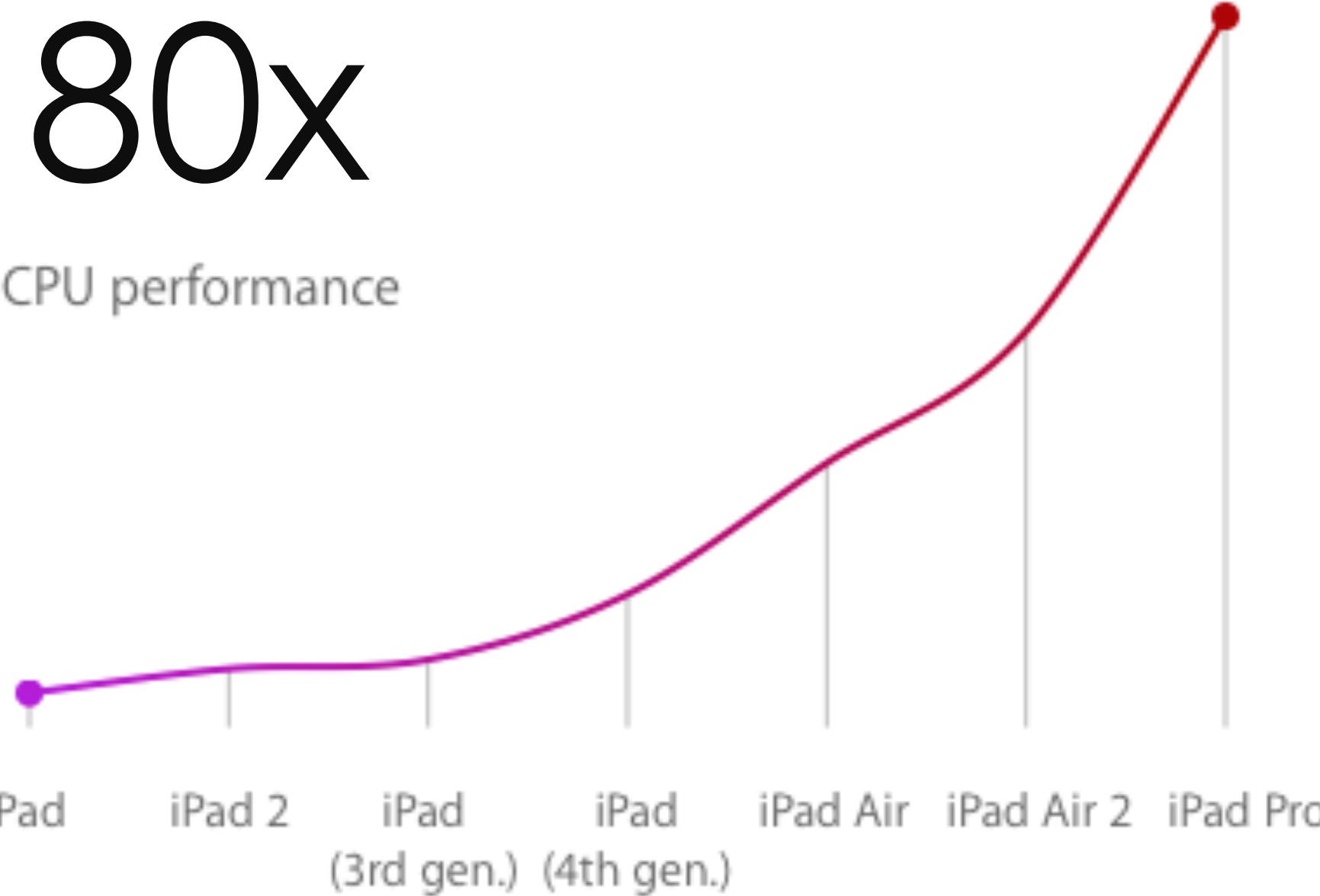


The next technology wave:
**AI will make Technology Invisible
and very easy to Use**

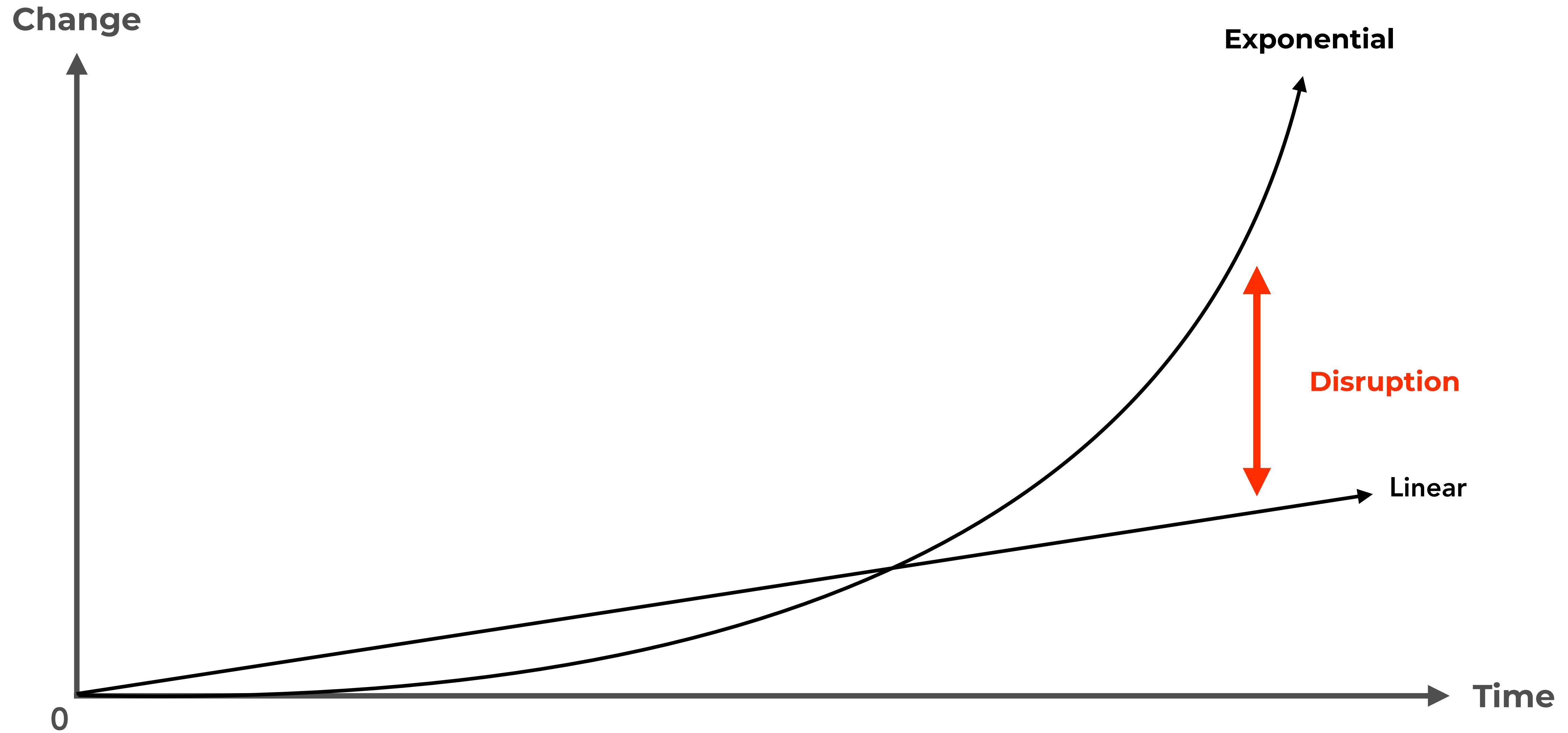
TECHNOLOGY EVOLVES EXPONENTIALLY FAST



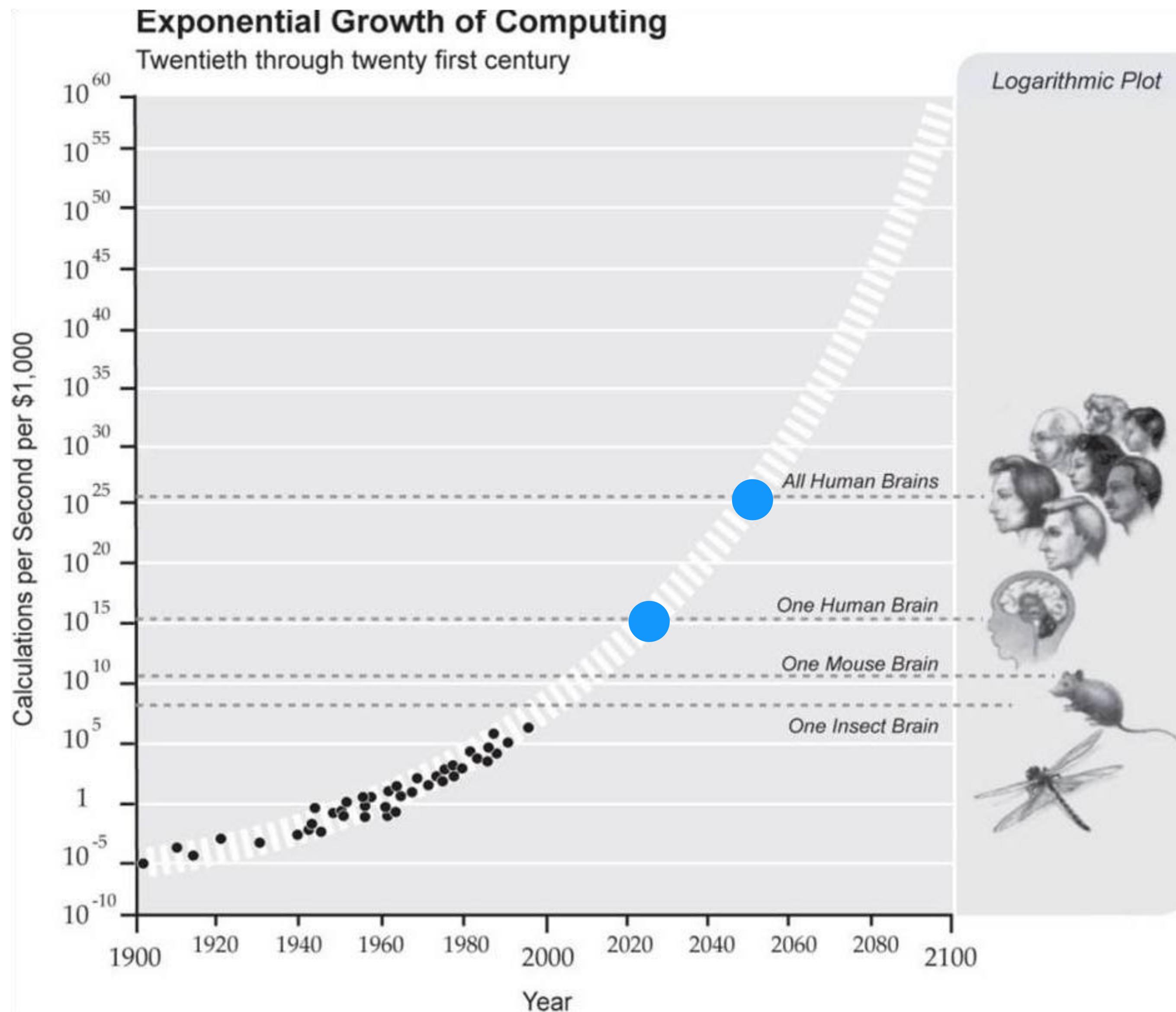
INFORMATION TECHNOLOGY DRIVEN BY MOORE'S LAW



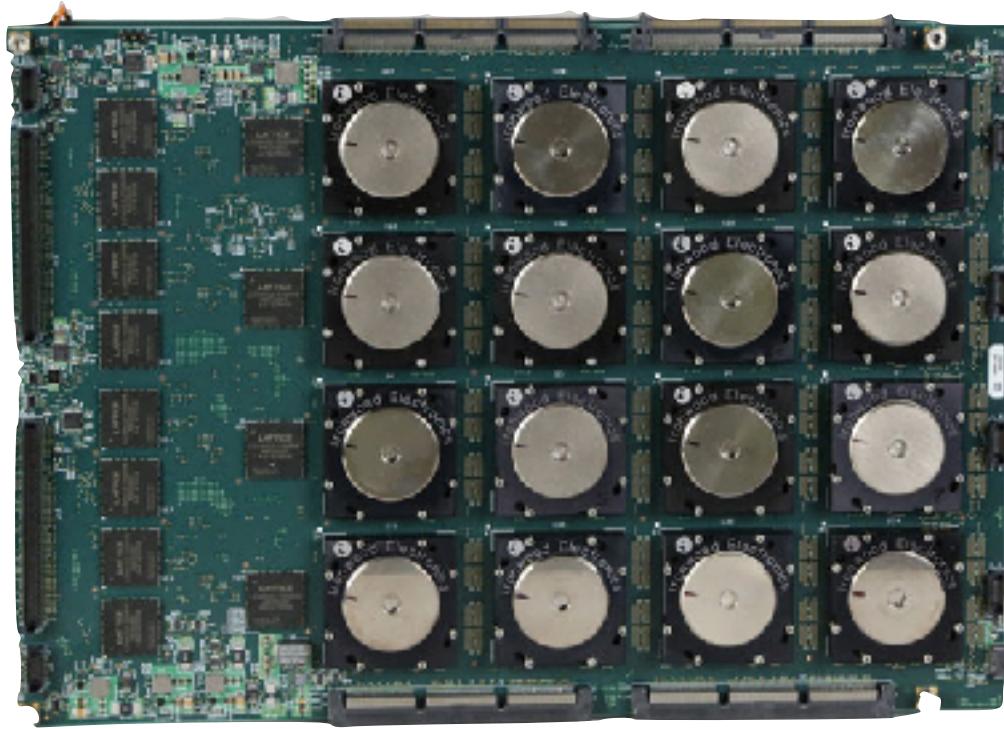
WE EXPECT LINEAR BUT CHANGE IS EXPONENTIAL



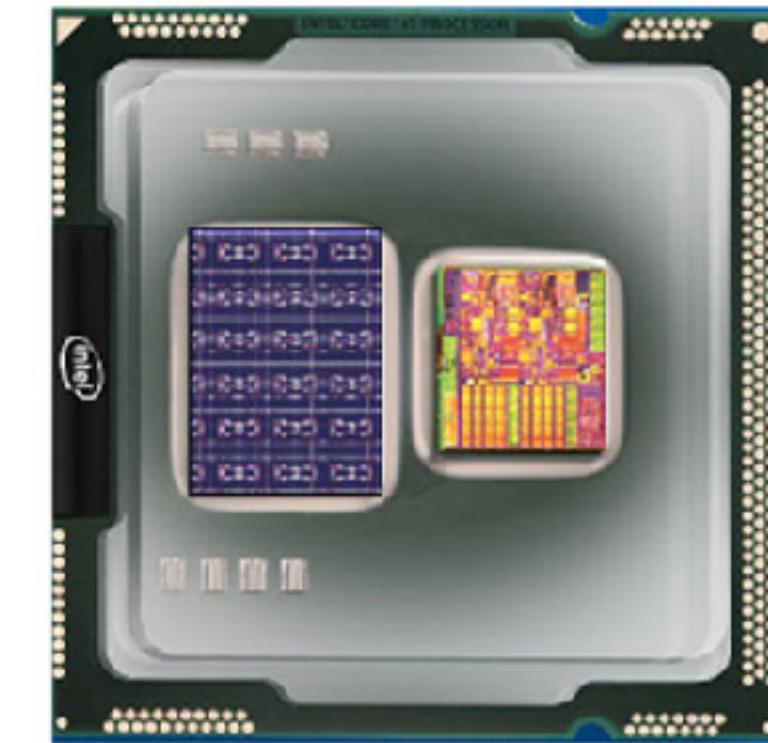
THE LAW OF ACCELERATING RETURNS



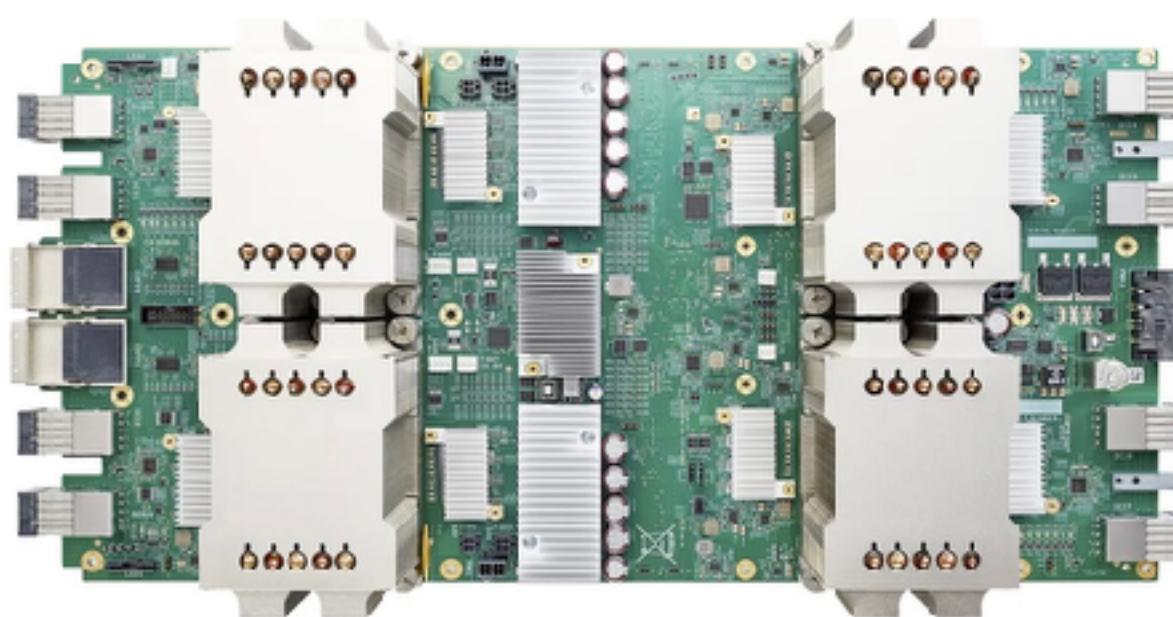
THE NEXT BIG WAVE IS ALL ABOUT MACHINE LEARNING



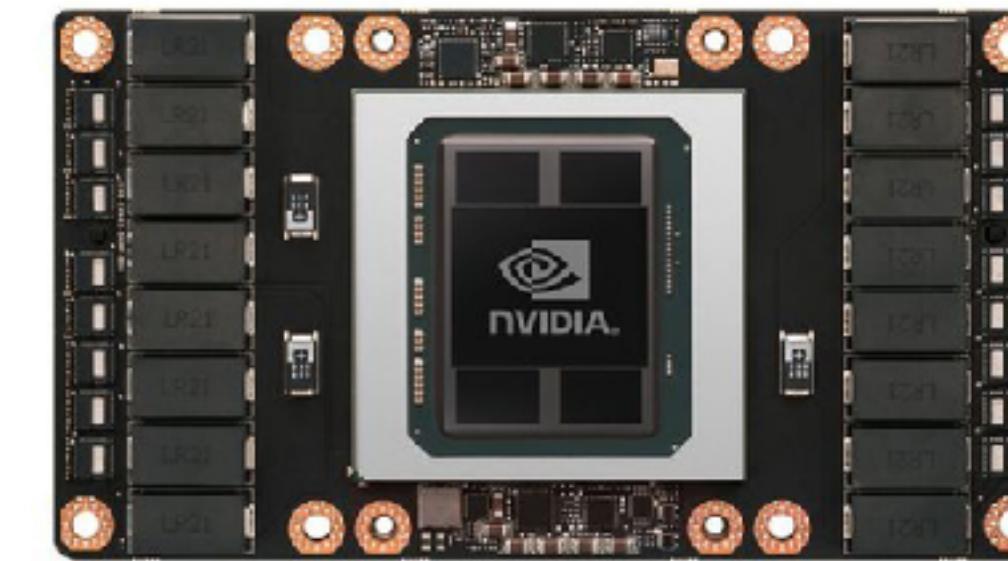
IBM - Neurosynaptic Chip



Intel - Neuromorphic Chip

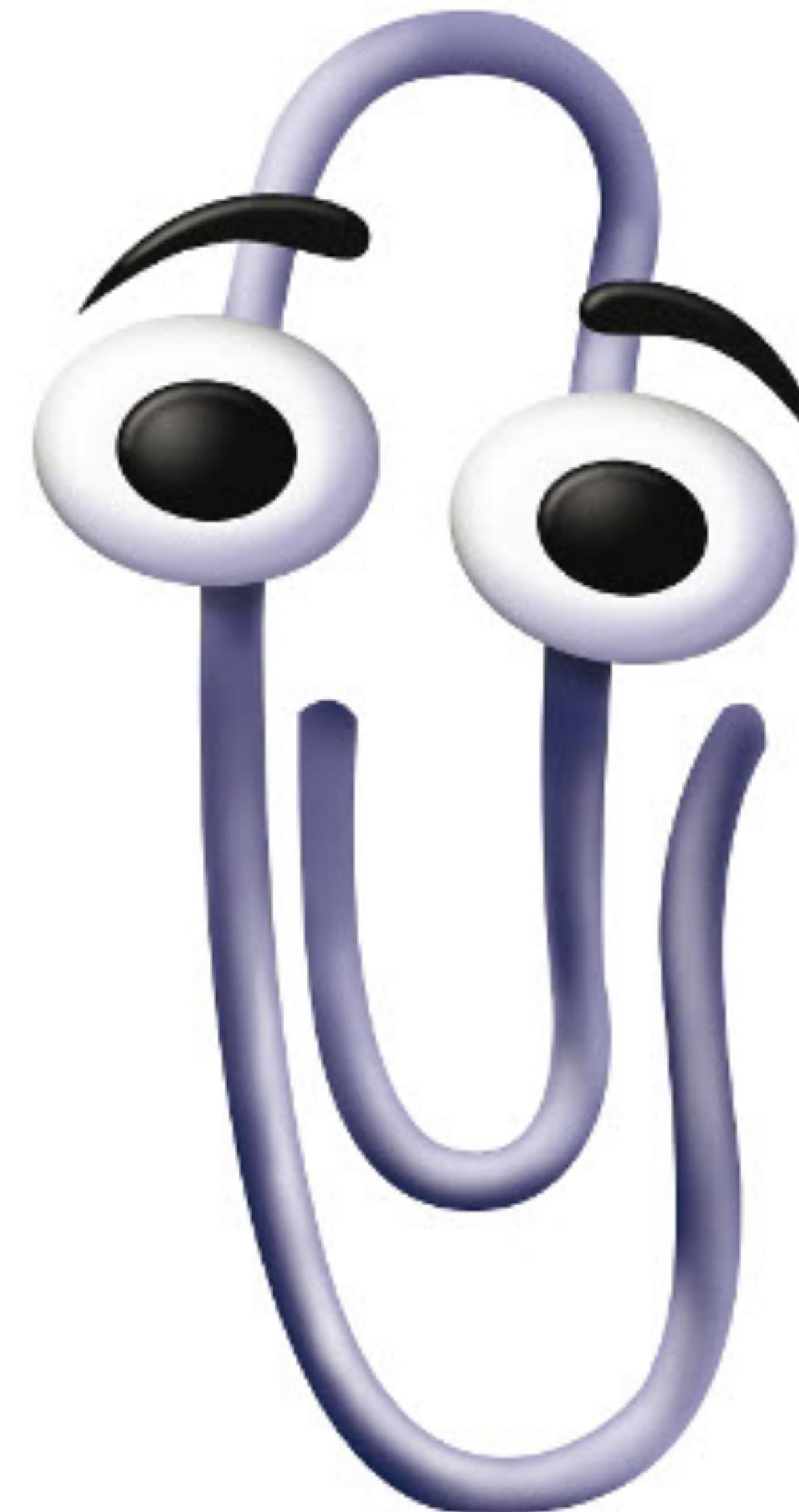


Google - Cloud TPU



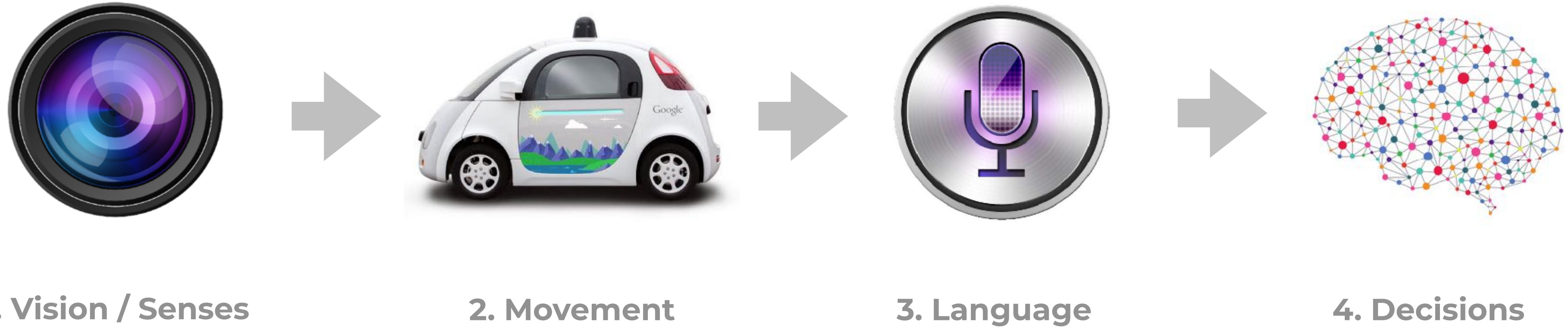
Nvidia - Xavier Chip

WHAT IS THE CURRENT STATUS OF ARTIFICIAL INTELLIGENCE?



Sometimes I just popup for no reason at all. Like now.

SELF LEARNING SYSTEMS THAT MIMIC OUR NEO-CORTEX BRAIN



GOOGLE PROVED THAT AI CAN RESHAPE MEDICINE

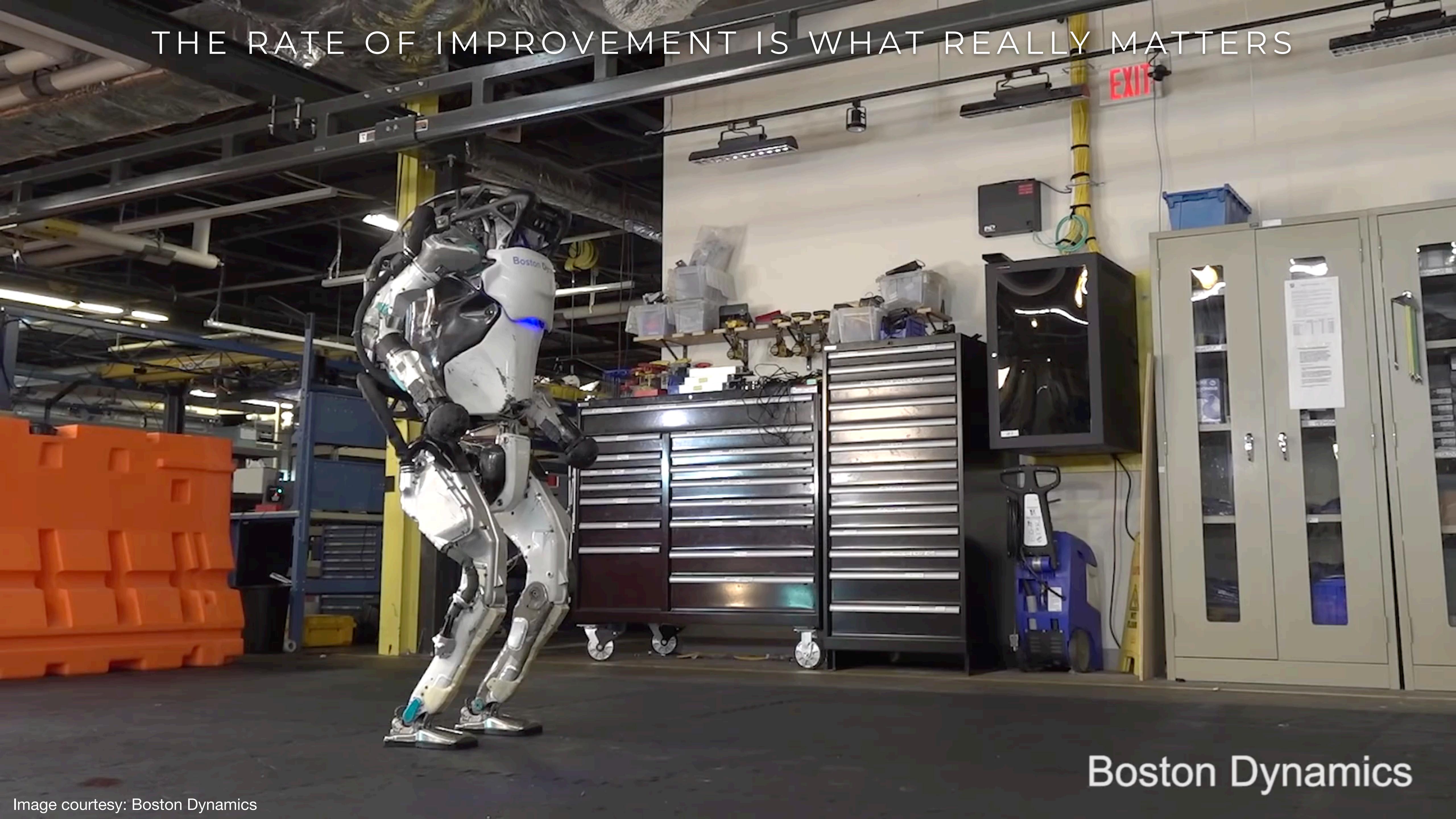


AI START TO UNDERSTAND OUR WORLD



drive.ai

THE RATE OF IMPROVEMENT IS WHAT REALLY MATTERS

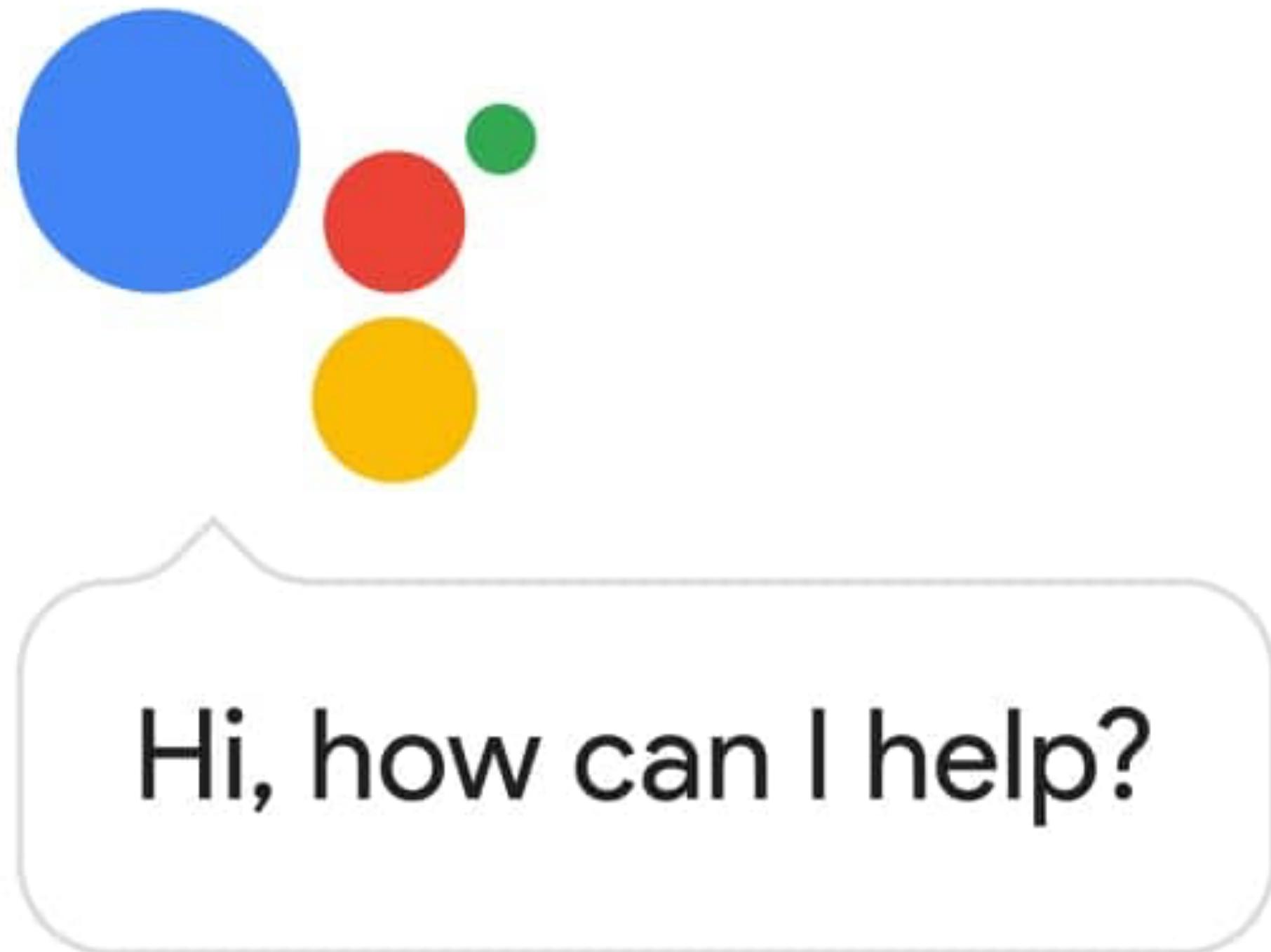


Boston Dynamics

THE ERA OF SMART HUMANLIKE PERSONAL ASSISTANTS

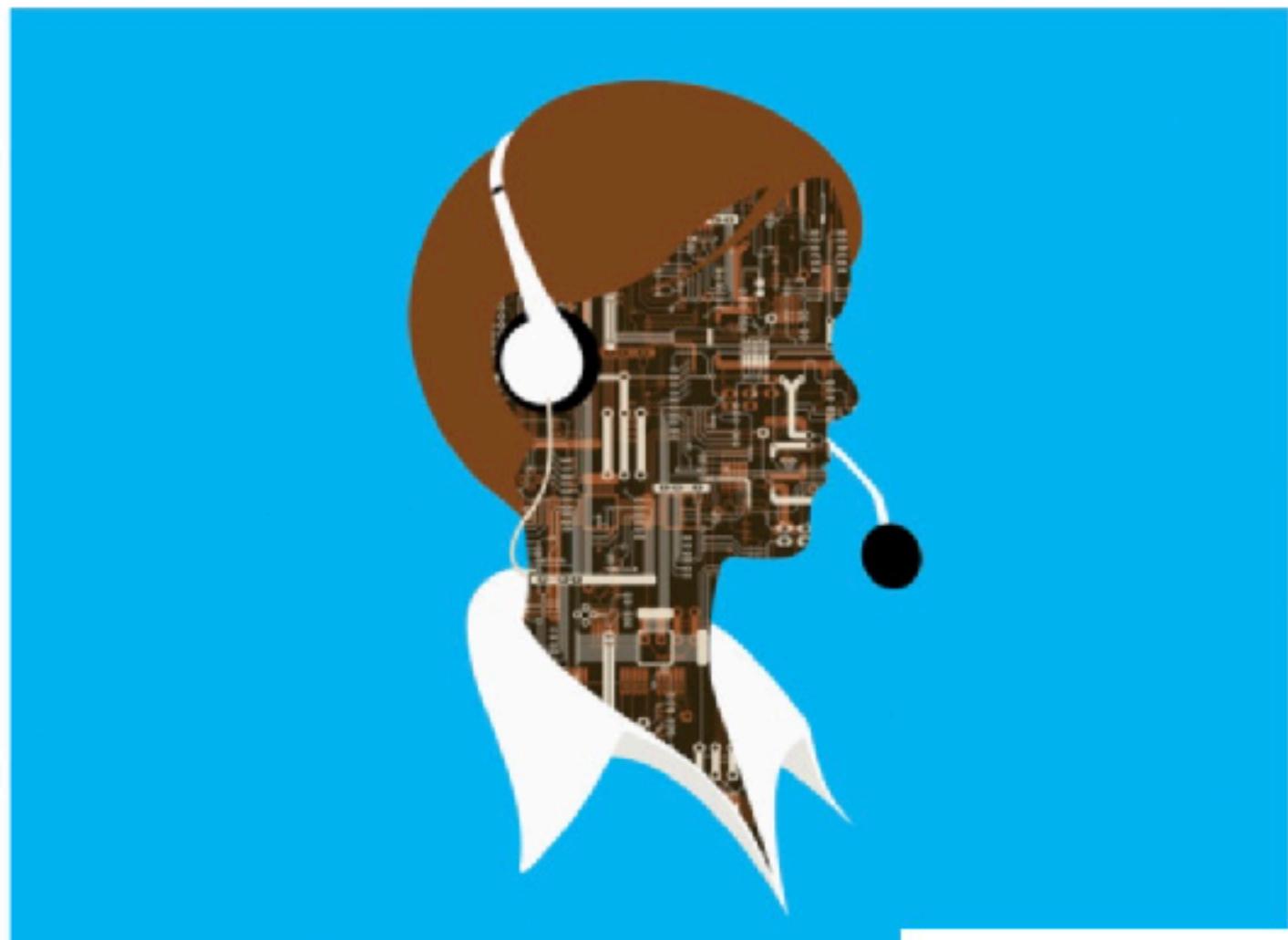


LAST 12 MONTHS MORE PROGRESS THAN LAST 12 YEARS



ROSS: AI-POWERED LAWYER AS A SERVICE

YOUR LAWYER MAY SOON ASK
THIS AI-POWERED APP FOR
LEGAL HELP



© GETTY IMAGES

Another indication that the app shows promise: A subsidiary of global law firm Dentons, NextLaw Labs, has signed ROSS Intelligence as its first portfolio company.

ROSS

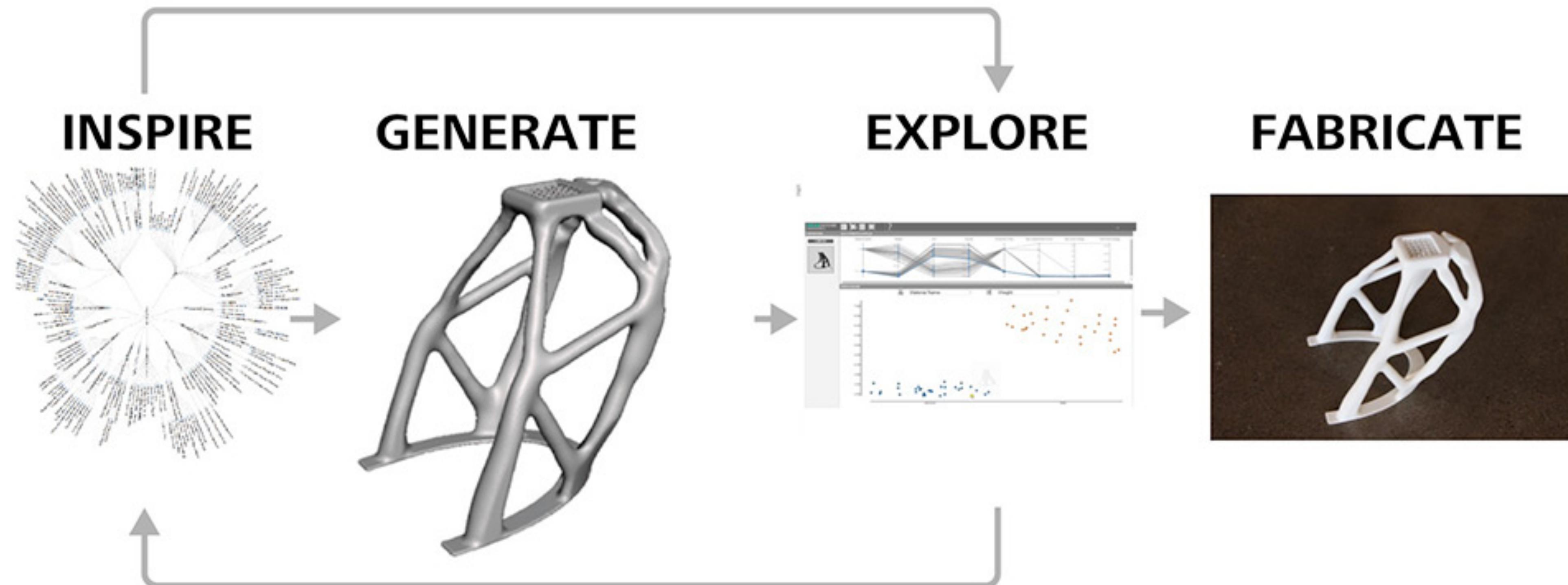
IBM Watson

NextLaw Labs

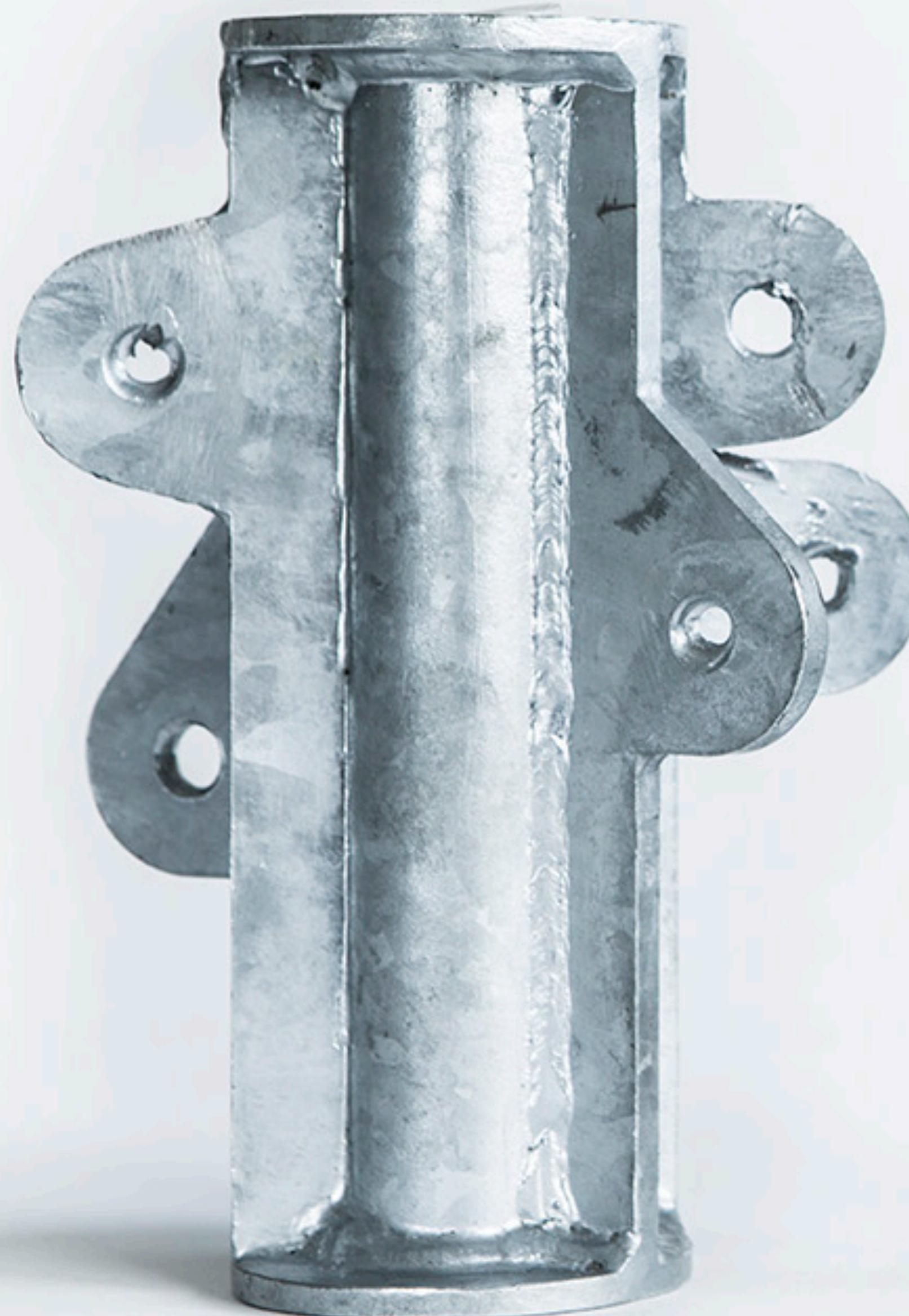
AI BUILT AN AI THAT OUTPERFORMS ANY MADE BY HUMANS



AI ENABLES EVERYONE TO BECOME A DESIGNER OR ENGINEER



MACHINE LEARNING DESIGN RESULT WILL CHALLENGE YOUR THINKING

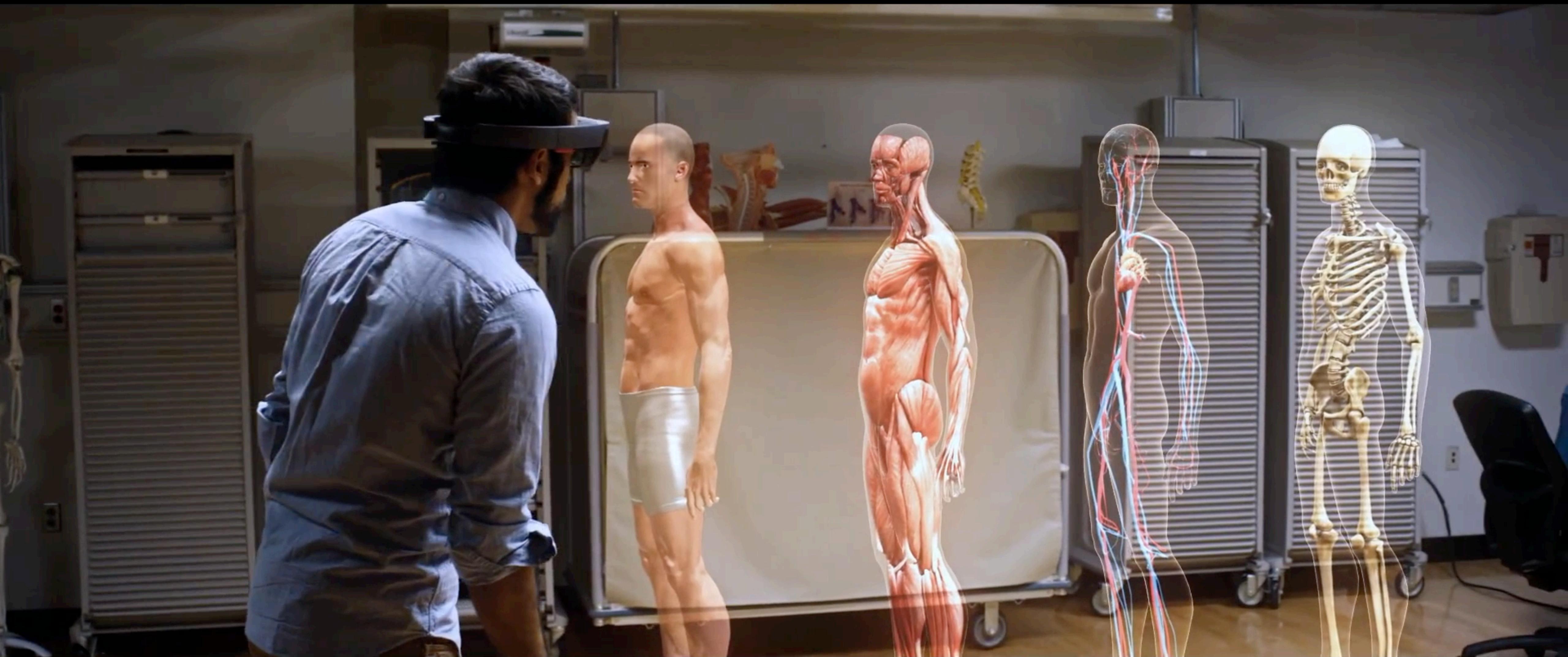




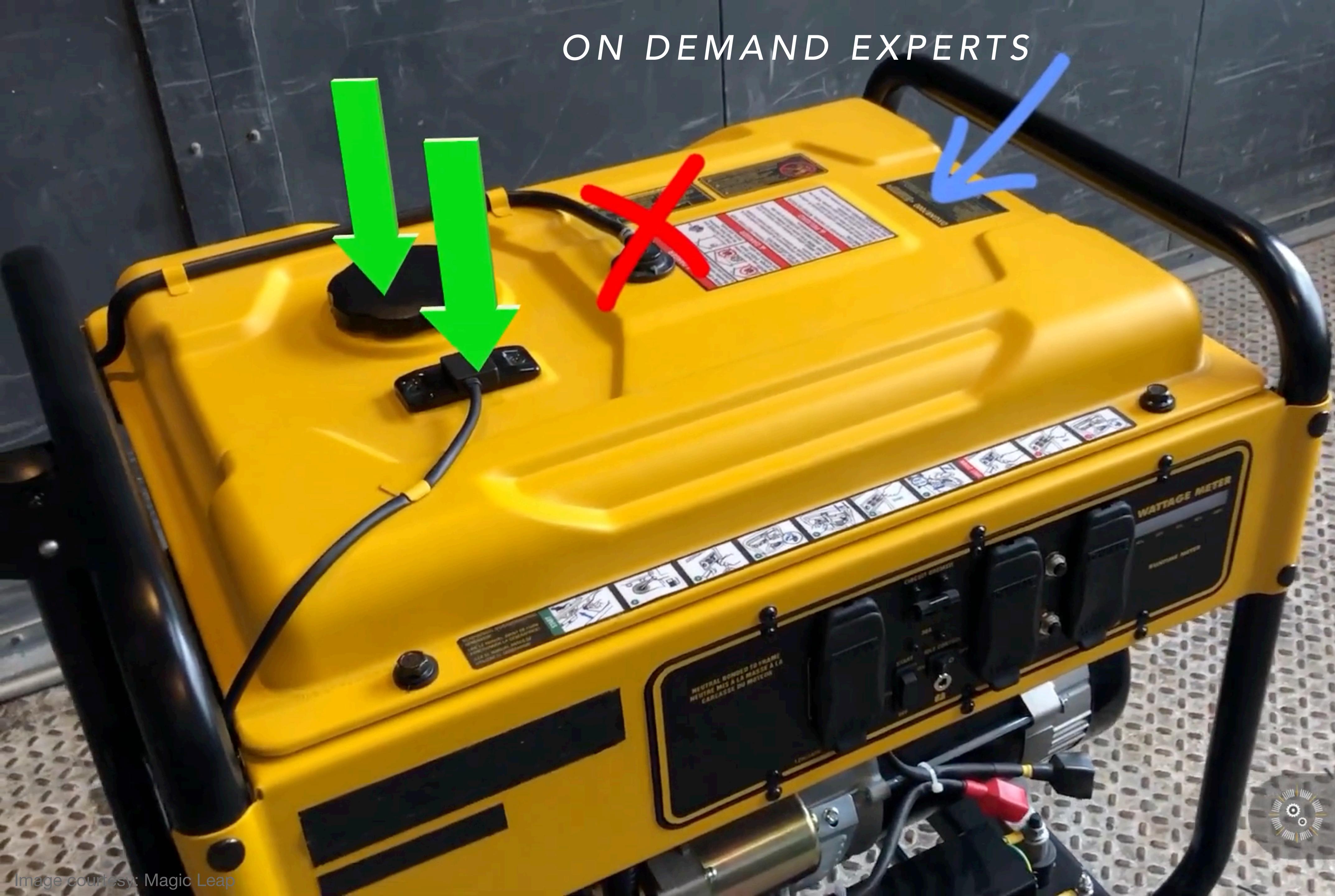
ARTIFICIAL INTELLIGENCE + AUGMENTED TECHNOLOGY



AI + AR WILL CHANGE HOW WE EDUCATE AND TRAIN PEOPLE



ON DEMAND EXPERTS



REMOTE AR

How will increasing Technology
Impact human beings

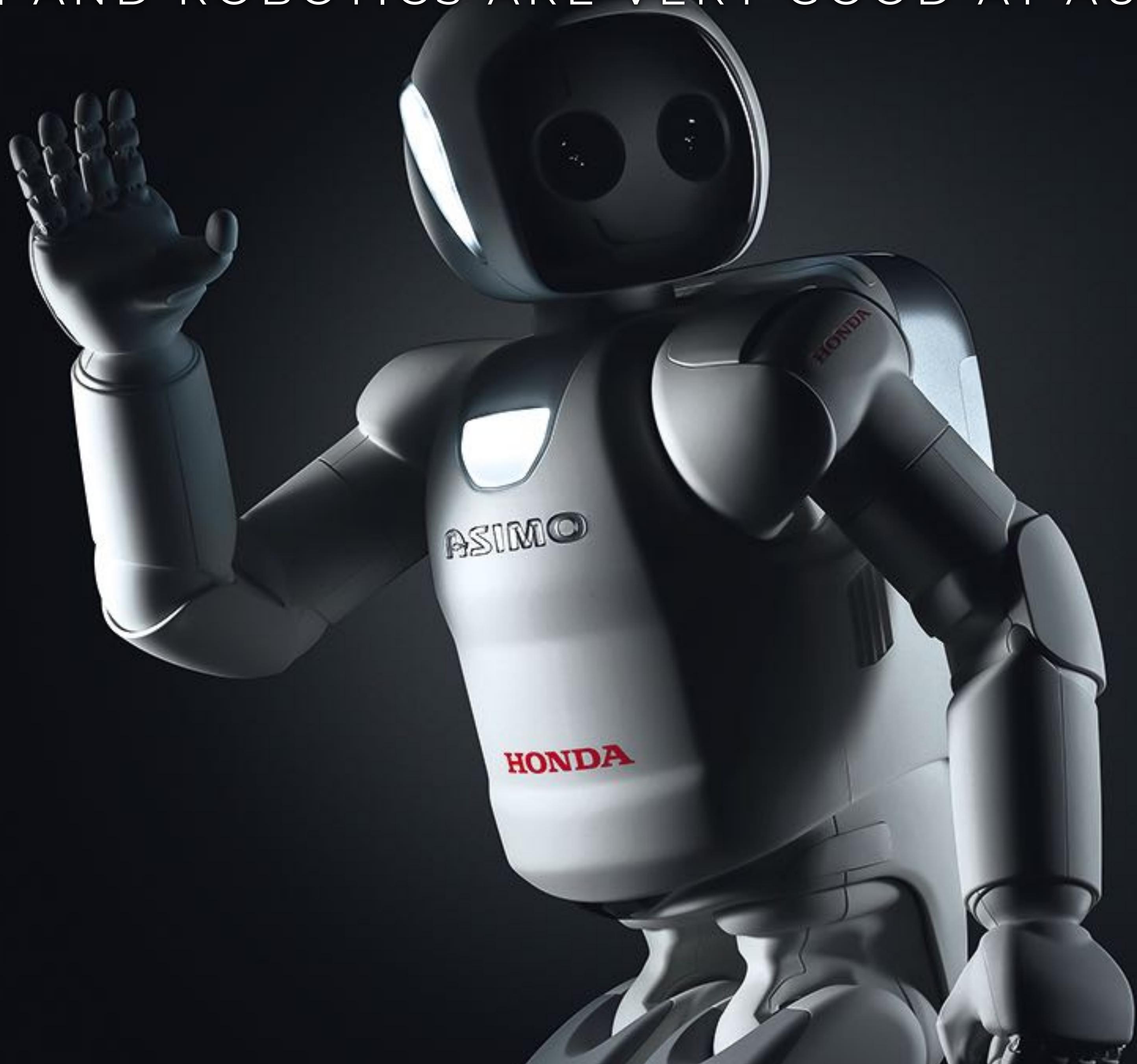


APPROX 78% OF OUR ECONOMY IS BASED ON HARD SKILLS

“5.1 million jobs could be lost over the next five years in the 15 global leading economies from developments such as Robots and AI”

- World Economic Forum, January 2016 -

AI AND ROBOTICS ARE VERY GOOD AT AUTOMATING HARD SKILLS



IF IT CANNOT BE DIGITISED, IT WILL INCREASE IN VALUE





WE NEED TO BECOME MORE HUMAN

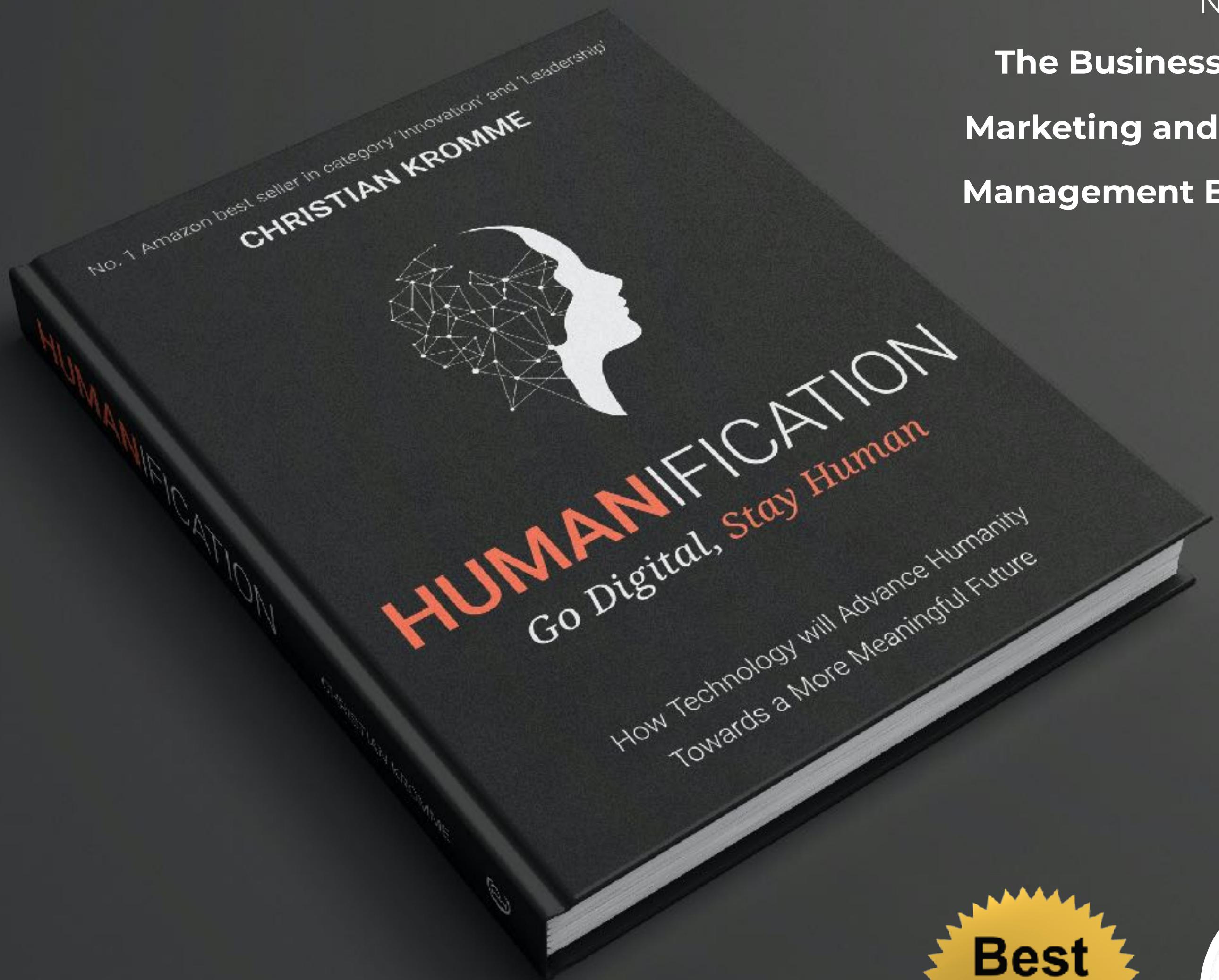
TECHNOLOGY BEHAVES LIKE A MIRROR AND AMPLIFIER



BECOME MORE FUTURE PROOF?

1. Go digital, stay human
2. Embrace increasing technology
3. Focus on human needs and behaviour
4. Start to work on your soft skills

BUSINESS BOOK OF THE YEAR AWARD FINALIST 2018 (UK)



Nominated for:

The Business Book Awards 2019 (UK)

Marketing and Literature Price 2018 (NL)

Management Book of the Year 2020 (NL)





LET'S CONNECT

Christian Kromme

info@christiankromme.com

www.christiankromme.com

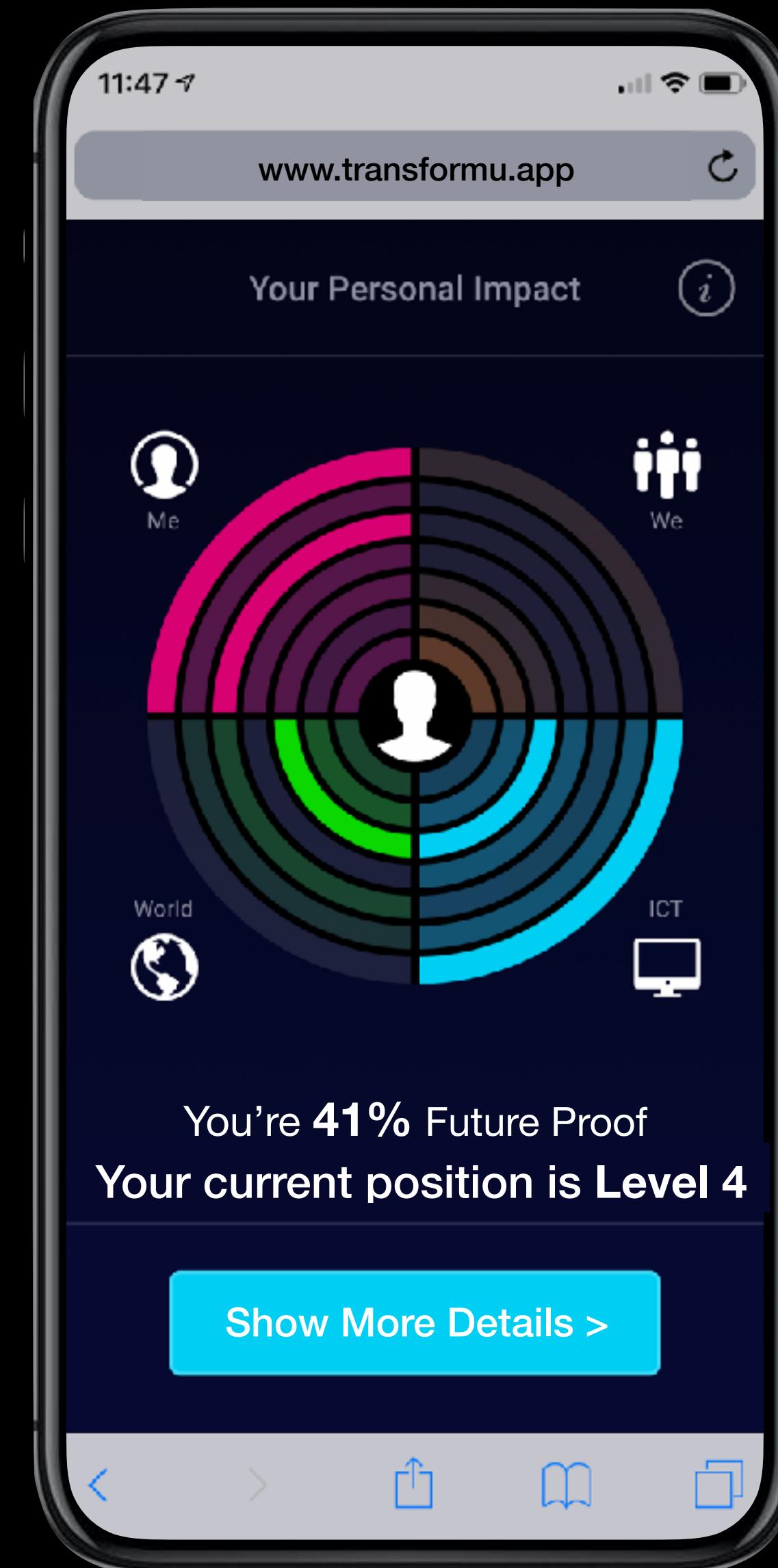
#humanification

#godigitalstayhuman

Connect on social media:



FUTURE PROOF QUICK SCAN: WWW.TRANSFORMU.APP



DIGITAL DISRUPTION SELFTEST



Do the selftest on: www.christiankromme.com/selftest